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A STUDY OF THE DEFENSE ADVISORY COMMITTEE ON WOMEN IN THE SERVICES

ALICE V. BRADFORD

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A STUDY OF THE DEFENSE ADVISORY COMMITTEE ON WOMEN IN THE SERVICES

Presented in Partial Fulfillment of the Requirements
for the Degree Master of Science in Public Relations

By

ALICE V. BRADFORD
Lieutenant Commander
United States Navy

August 1964

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ACKNOWLEDGEMENTS

The author served as Projects Coordinator of the Defense Advisory Committee on Women in the Services from June 1960 to June 1963. During that time I became familiar with all aspects of the work of the Committee, through my own experiences and through studying the files of the Committee and meeting former Committee and Secretariat members.

For this study of the Committee's efforts to influence the attitude of the general public about women in the services, I am particularly indebted to the members who responded to my questionnaire. A number responded to the questionnaire and provided information beyond the scope of the questionnaire. Also, several who wrote that they could not answer the questionnaire did provide other information and comments. Several Committee and Secretariat members cooperated with the author in personal interviews, which were unstructured in design. The Secretariat was most cooperative in making requested materials available and in permitting the files of the Committee to be studied.

Much gratitude goes to Dr. Bernard Rubin, Chairman of the Graduate Studies Division, and Dr. Otto Lerbinger, Chairman of the Department of Public Relations at the School of Public Communication, Boston University. Their advice and guidance in the planning and execution of this study were invaluable.

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INTRODUCTION

The Defense Advisory Committee on Women in the Services* was established in 1951, under the Assistant Secretary of Defense (Manpower), to provide the Department of Defense with "advice on matters pertaining to women in the armed forces--obtaining women for the services, retaining them, utilizing their capabilities,..."[1] The first objective set by the group was to assist in a unified recruiting campaign. The goal was to get 72,000 more women in the armed forces by June of 1952.

When the Korean armistice was effected in 1953 the Committee and the Assistant Secretary of Defense (Manpower) agreed that the work that had been started by the Committee in increasing public awareness of the role of women in the armed forces should not be lost. Accordingly, in January 1954 the Defense Advisory Committee on Women in the Services became a continuing committee, subject to periodic review. The functions of the Committee are delineated in Department of Defense Directive 5120.14:

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*The Defense Advisory Committee on Women in the Services will be referred to interchangeably as DACOWITS and the Committee.

[1]History of the Defense Advisory Committee on Women in the Services, (Secretariat, Defense Advisory Committee on Women in the Services, Washington, D. C., undated), p. 1. (mimeographed)

INTRODUCTION

The Defense Advisory Committee on Women in the Services* was established in 1951, under the Assistant Secretary of Defense (Manpower), to provide the Department of Defense with "advice on matters pertaining to women in the armed forces, including means for the services, recruiting them, utilizing their capabilities,..."[1] The final objective set by the group was to realize in a unified recruiting campaign. The goal was to get 75,000 more women in the armed forces by June of 1952.

When the Korean emergency was activated in 1951 the Committee and the Assistant Secretary of Defense (Manpower) feared that its work that had been shelved by the Committee in increasing public awareness of the role of women in the armed forces should not be lost. Accordingly, in January 1951 the Defense Advisory Committee on Women in the Services became a continuing committee, subject to periodic review. The functions of the Committee are delineated in Department of Defense Directive 5120.14:

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*The Defense Advisory Committee on Women in the Services will be referred to interchangeably as DACWITS and the Committee.

[1]History of the Defense Advisory Committee on Women in the Services, (Secretariat, Defense Advisory Committee on Women in the Services, Washington, D. C., unpublished), p. 1. (mimeographed)

A. Interpret to the public the need for and the role of women in the armed services. Encourage the acceptance of a period of military service as a citizenship responsibility by qualified women and emphasize the responsibility assumed by all components of the Department of Defense as to the effectiveness and well being of the servicewomen. Activities of the Committee shall be in support of, although not contingent upon, the recruiting objectives for women in the individual services.

B. Advise the Assistant Secretary of Defense (Manpower) and the military departments, as requested, on matters relating to the women in the services. In this connection, individual Committee members or groups of members may be called upon to conduct special studies in such areas as procurement, training, utilization, housing, health and welfare.[1]

The use of highly placed volunteers, particularly by non-profit organizations, is an accepted public relations technique. They become identified with its objectives, and will frequently bring in additional support by their crusading among their own friends. "With their intimate knowledge of the organization, and the prestige of being a part of it, the volunteer workers will defend it against all critics. And they will be convincing because they have no selfish interest in it."[2]

In this study, which will concentrate on Function A, we shall discuss the selection of women for appointment to the Defense Advisory Committee on Women in the Services. We shall see how the members of the committee become "experts" on the

---

[1]U. S. Department of Defense Directive 5120.14. Defense Advisory Committee on Women in the Services. July 13, 1962. p. 2.

[2]Raymond Rich and Charles M. Swart, "Public Relations, For Nonprofit Organizations," Public Relations Handbook (2nd ed), ed. Philip Lesly (Englewood Cliffs, N. J.: Prentice-Hall, 1962), p. 361.

6. Interest in the public sphere from the role of women in the armed services. Emphasis the acceptance of a general military service as a citizenship responsibility in quantitative and indicative the responsibility assumed by all components of the Department of Defense as to the effectiveness and well being of the service-women. Activities of this committee shall be in support of, although not duplicated upon, the recruiting activities for women in the individual services.

b. Review the historical development of Women (Regular) and Women's Military Services, as requested, or matters relating to the women in the services. In such consideration, individual Committee members or groups or members may be called upon to render special studies in such areas as procurement, training, utilization, housing, morale and welfare.[1]

The use of "male" almost exclusively, particularly in non-medical connotations, is an accepted social convention. They become identified with its objectives, and will frequently value in additional support by their commanding officer and officials. "Like their intimate knowledge of the organization, and the promotion of below a part of it, the volunteer members will defend it against all critics. And they will be effective because they have no artificial interest in it."[2]

In this study, which will concentrate on Question 1, we shall discuss the relativity of women for commission in the Defense Services (Question on women in the Services. We shall see how the members of the committee become "experts" on the

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[1] U. S. Department of Defense Directive 5160.16. Defense Advisory Committee on Women in the Services. July 13, 1966. p. 2.

[2] Morris Janowitz and Charles M. Moskos, "Public Relations, Recruitment Communications," Public Relations Research (2nd ed), ed. Philip Lesly (Prentice-Hall Inc., Englewood Cliffs, N.J. 1970), p. 324.

subject, so that coupled with their audiences' acceptance of their trustworthiness they will be considered credible. Since part of their assignment is to influence the attitudes of the public toward women in the services, we shall endeavor to find an indication of just what those attitudes are. We shall look at the methods of communication used by the members to inform the general public about women in the services. And finally, based on the foregoing, we shall reach some conclusions and make some suggestions for the future direction of the Defense Advisory Committee on Women in the Services.

I. THE MINISTRIES OF DEFENSE

Department of Defense Directive 5100.1 says that "the Ministries shall be composed of not more than fifty civilian women, selected on the basis of their qualifications in business, the professions, and in civic or public life, with due regard to equitable field of interest and representation."[1] It further states that they "will be equivalent by the Secretary of Defense." The further need is given to the directive as to how the members are selected, but the Ministries' operating guide, issued for the information of those concerned with the operations of the Ministries, states that "upon request of the Assistant Secretary of Defense (Manpower), nominations to membership on the Ministries may be submitted through the Secretariat by Ministries members and by heads of the military departments."[1]

Since recruiting information to people through their group membership requires the assistance of persons who have influence with groups and with group leaders, it is desirable to investigate how nominees for membership on the Ministries are chosen. Once a year, usually in the early spring, the Assistant Secretary of Defense (Manpower) sends a letter to

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[1]Defense Advisory Committee on Women in the Services Operating Guide, February 1963, p. 1.

memorandum to the Secretaries of the Army, Navy and Air Force inviting them to nominate women for membership. Normally this invitation includes a listing of states from which nominees will be considered, in order to give due regard to geographical representation. About 1962 the practice was initiated of including a suggested format for presenting the information on nominees. This was instituted in order to assure receipt of minimum information needed, and to provide some degree of consistency. The form requests the nominee's name, address, occupation, education, organizational memberships with an indication of offices held, and any prior military service. Since the institution of the form it has been found that respondents generally limit themselves to this information.

The Secretaries are not restricted to the number of nominees they can submit, and annually there are ten to twenty times more nominations than there are vacancies. How the Secretaries obtain nominees is not questioned by the Assistant Secretary, but it is known that the request for nominations is passed down the Service Secretaries' chains of command to various commanders throughout the United States.

Members of the Committee who are serving their third year and will rotate off the Committee at the end of the calendar year are also invited to nominate women for membership, and are provided forms identical to those given the Service Secretaries. Nominations are not solicited from other than the above sources,

accessible to the functionaries of the Judge, they are not those invited blood to unauthorized access for examination. Actually this institution involves a labeling of blocks from which medicine will be constituted, in order to give the patient an unsophisticated representation. Though lacks the physician has initiated at the labeling a suggested reason for prescription the information on medicines. This was instructions in order to avoid identify or studying information quality, and to provide some degree of confidentiality. The item requires the medicine's name, substance, medicine, strength, recommendations warnings with administration of medicine body, and the maker military number. Since the institution of this item it has been found that unauthorized personnel lacks knowledge to read instructions.

The functionaries are not restricted to the labeling of medicine that they did without, and generally there are not to insert those medicine instructions than there are available. The the functionaries access medicine is not guaranteed by the institution, but it is know that the requests for medications is passed down the medical hierarchy' chain of command to reaches commanders throughout the United States.

Members of the Committee who are serving active duty and will remain after the formation of the end of the initiative, they are also limited to medicine when the medicine, but was provided from limited to those given the therapy information. Medicines are not available from other than the review manual.

but are accepted from others. The most usual sources of unsolicited nominations are the President, members of Congress, and former members of the Committee.

For membership on the Defense Advisory Committee on Women in the Services, persons are needed who are actually influential in attitude and opinion formation and change in their community and/or their profession. In a study done for the World Peace Organization, Alfred O. Hero identified the various levels of community decision-makers and leaders.[1] Members of the top circle were usually born in the community, or have resided there for over a generation. They are generally between 45 and 65 years of age, Protestant, Anglo-Saxon even if the majority of the community is not, were born into at least the upper-middle class, and have college educations. They own substantial stock, serve on one or more boards of directors, or belong to the family of a senior industrial or business leader. Women are seldom on the top level, and when they do appear are relatively low in rank and confine themselves to charitable and civic activities. However, only a minority of the persons in a community who fit the above description are found on the top level; others are on the second or lower levels of influence. To find the minority on the top level requires an analysis of the specific community.

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[1]Alfred O. Hero, Opinion Leaders in American Communities (Boston: World Peace Foundation, 1959), pp. 8-10.

Some types that are almost never in the top level are: (1) clergymen, civic leaders, and "do gooders" generally; (2) editors of newspapers, managers of radio and television stations, and other top "hired men" in mass media and voluntary organizations; (3) leaders of ethnic groups; (4) presidents and faculty members of institutions of higher learning, intellectuals generally, and people who are overtly critical of the local social system; (5) people less than 35 years old; (6) specialists in most fields other than law, business, and industry (and, in rural sections, agriculture); (7) retired public servants who made a reputation elsewhere, such as generals, admirals, and diplomats; (8) labor leaders; (9) local professional and service organizations. Some individuals in these categories are found as members of the second level where they tend to exercise more specialized influence than do the top leaders.

Top leaders of a community focus their concern primarily, frequently exclusively, on local questions. More concern with information about the outside world is found on the second and lower levels of influentials. Among the leaders on the second level are leaders in the various professions, normally college graduates. Some may have come from lower-middle-class backgrounds. They include prominent physicians, chiefs of public health, directors of large hospitals, an occasional clergyman from a leading church, public relations men, senior bankers, a very few top civic leaders, presidents of relatively distinguished colleges and universities (usually not teachers' colleges)

the senior leaders of some ethnic groups, though not Negro leaders, sometimes the superintendent of schools, proprietors of large department stores, owners of smaller industries and top level executive personnel of larger ones, chairmen and other influential board members of newer and otherwise less powerful corporations, and leaders in professional fields of practical importance to the community. A small minority of women in some communities operate at this level, almost exclusively in the fields of public health, education and civic activities.

Members of the third level are not as clearly delineated as the first two. They are much more heterogenous, and may include persons in many of the occupations listed for the second level. At this level, too, are frequently found educators, newspaper editors, top local politicians, labor leaders, prominent ethnic group leaders, service group leaders, and leaders of a few professional organizations.

Hero says that the expertise and concern of the top level leaders is focused primarily on local questions. Although members of second and third levels are also primarily concerned with local problems, a minority of them are relatively concerned and informed about the outside world, and still are enough involved with community and local relationships to have rapport with the leaders who are primarily locally oriented. Since women in the services will seldom be a local issue, it would seem that although the membership of DACOWITS might include an

occasional second level leader who was concerned with the outside world, it should consist mostly of third and lower level leaders.

Women selected for membership on DACOWITS are generally on the same level of influence as the editor or publisher of the local papers, the managers or owners of the radio and television stations, and the president or other high official of the local colleges or universities. Thus they are able to open doors for the women recruiting and public information personnel. They can use their influence to have the mass media publicize information on programs or personnel of the armed forces. They can help open the doors to colleges, to make it easier for the women recruiters to get information to the women students on opportunities in the armed forces. The members are on the same influence level as the mayor or governor, or someone who has his ear, so that they can appeal for the inclusion of women in the services in appropriate ceremonies.

To identify the leaders of a community, ask individuals who are active and informed members of the community to identify persons who affect decisions in fields of concern to the investigation. If these people are unable to identify the leaders in question, they can generally direct you to someone who can. Hero suggests that the investigators combine the lists of suggestions, indicating the source of information and the frequency of mention for each person, and then gather a panel of those with the greatest

number of mentions. These people in turn can name a specified number of leaders, based on the criteria in question. From the resulting list, ask the people named on it to rank the names according to influence. There will generally be close agreement on about the top fifty percent.[1]

If you simply ask members of the community at large to name the influentials, they tend to name those most often appearing in the newspapers or on radio or television plus those occupying public offices. The less active an individual is in community affairs, the less valid will be his assessment of the identity of community leaders. The most valid are those evaluations made by persons in intimate contact with the people being evaluated, and who are themselves either on the same level of influence or on the level immediately above or below. Few individuals can accurately assess their own influence, usually tending to overestimate it. Also, to determine the leaders of particular subgroups, you must ask members of that group. Nonmembers seldom are able to make accurate evaluations, generally naming the spokesman for the group, who is not necessarily the influential.[2]

There are several problems in selecting influentials for membership on DACOWITS based on current nominating procedures.

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[1] Ibid. p. 6.

[2] Ibid. p. 5.

The information supplied on the nominating forms is minimal, and does not allow fine discrimination. Although a proportion of the members of the Committee are supposed to be women influential in professions, nominations from Service Secretaries are predominantly of people influential in the community. This in part explains why at various times the Committee will not have a dietitian, occupational therapist, or physical therapist even though those are the three fields comprising the Medical Specialist sections of the services. Most of the nominations for these specialties and for nurses come from retiring Committee members and from the directors of the military sections concerned with the specialties. In some cases nominees are nominated as a reward for some service performed, and not necessarily because of their ability to perform the services desired by the Committee. This is a consideration particularly on nominees received from a political source. Another situation which occurs, fairly infrequently, is that a local command, either through disinterest or lack of time, will submit the same names year after year. There is then the question of whether or not the leaders and influentials in that area have changed, even though the nominees have not. A final problem in the consideration of nominations received, particularly from the Service Secretaries, is the consideration of whether a woman is influential in the community in her own right, or is the wife of an influential with no influence of her own. When a woman is recommended as a civic

leader, but the list of organizations of which she is a member and has held office is particularly sparse, this possibility should be considered. Although in some cases the husband's name provides an entree, the woman must be able to maintain whatever advantage that gives her.

Husbands who are influential may be indoctrinated to assist in the work of the Committee. In 1957 one husband was a member of the Joint Civilian Orientation Conference, a prestigious group. After the tour of military installations, he sent a letter to the Secretary of Defense, with a copy to the Assistant Secretary for Public Affairs, to the effect that they did not see any service women on the tour nor were they told about the importance of women in service. He mentioned in his letter that he was particularly aware of this because his wife was the Vice Chairman of DACOWITS. The fact that he felt strongly enough about it to write helped remind the Secretary, and his assistant responsible for so much of the publicity on the services, that they should not forget that they have women as an integral part of their services, and should include them in their publicity and briefings.

leader, but the line of organization of which one is a member and has held office in [illegible] sphere, this penalizing should be overlooked. Although in some cases the [illegible]'s [illegible] pro-vides an [illegible], the [illegible] must be able to [illegible] [illegible] activities that [illegible].

Unfortunately any [illegible] may be introduced to assist in the work of [illegible]. In 1937 one [illegible] a member of the Junior [illegible] Conference, a [illegible] group. After the [illegible] of military [illegible], [illegible] with a letter to the Secretary of Defense, with a copy to the Assistant Secretary for Public Affairs. In the letter they did not see any service women as the [illegible] were then held about the [illegible] at week in service. He mentioned in his letter that he was particularly aware of this because his wife was the Vice Chairman of [illegible]. The [illegible] that he [illegible] about it to write helped [illegible] the Secretary, and his assistant responsible for [illegible] of the publicity on the service, that they should not forget that they have women as an [illegible] of their services, and should include them in their publicity and [illegible].

II. MEMBERS BECOME EXPERTS ON WOMEN IN THE SERVICES

In order to implement objective A of the Directive--to interpret to the public the need for and the role of women in the armed forces--it is necessary that the Committee have members who have credibility with their proposed audiences. The communicator of a message is judged by his audience on expertness and trustworthiness. An individual's disposition to accept a conclusion advocated by a given communicator will depend in part upon how well informed and intelligent he believes the communicator to be.[1]

If the members of DACOWITS are to be considered experts on the subject of women in the services, they must absorb a wealth of information about women in the armed forces. This is accomplished in the ways discussed in the following paragraphs.

Members attend semi-annual meetings in Washington, which generally begin on Sunday afternoon and end on Tuesday afternoon. Throughout the meetings the Directors of the women in the armed forces (line, nurse, and medical specialist) are present. They make formal presentations to the members during a scheduled part of the program, and during the rest of the meeting they become

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[1]C. I. Hovland, I. L. Janis and H. H. Kelley, Communication and Persuasion (New Haven: Yale University Press, 1953), p. 21.

acquainted with the members and answer questions and provide additional information.

During the meeting the members are addressed by the Assistant Secretary of Defense (Manpower), who includes in his talk information on the subject of women in the services. The members also meet other high officials of the staff of the Secretary of Defense and of the four services at luncheons, coffee breaks, and receptions where they can hear the opinions of these officials about women in the armed forces. This direct contact with high officials, mostly men, and comments made by them that the members can quote, add to the expertness of the members. This also adds to the acceptability of the message since women are sensitive to the thoughts and attitudes of men.

After each semi-annual meeting an orientation trip is made to a military installation, generally a training center. Here the members not only talk with the officers and supervisors, they meet the enlisted women and have a chance to converse informally with them, out of hearing of the officers. When possible, each member meets an enlisted woman or officer from her own geographical area. The members are shown the living areas of the women, and share a meal with them in the mess hall. Thus, when the member is speaking about women in the services, she can say that she has seen for herself the areas where they live, eat, and are trained; that she has talked both with the women being trained or at work, and with their instructors

complicated with the members and answer questions and provide additional information.

Thanks to medical aid provided by the American Association of Friends (Quakers), who in-house in his talk introduction on the problem of women in the institution. The medical aide made some high contribution of the study of the functioning of institutions and of the high percentage of inadequate, sullen inmates, and prostitutes whose they had been the victims of these difficulties which arises in the armed forces. This drama linked with high criminals, mentally ill, and commonly made up that the medical aid guide, and to the experiences of the members. This also lead to the responsibility of the medical aide from my insights to the problems and difficulties of men.

After with the research problem in orientation with it made to a military institutions, primarily a training center. When the members had only talk with the officers and noncommissioned, they made the military women and have a chance to see more frequently with them, and of helping of the officers. Then finally, with another meets in mixed women on military from the and psychiatrist here. The members are among the living areas of the women, had meals a meal with them in the mess hall. Then, when the member is finishing about women in the services, she can say that the are some for herself the areas where they live, eat, and are involved, then the has written that the women being treated or in need, and with state hospitals

or supervisors. She is not basing her opinions on just what she has been told by high officials who might be considered anxious to make a good impression. One educator on the Committee reported: "When people of worth can testify knowing the Directors of the women's branches of the service and have visited the training centers and can say 'I've seen and I've met fine specimen of womanhood in training' it is impressive." Another member reported "I have had many opportunities to convince professional, and non-professional people, of the very fine leadership which is available in these armed services; my statements are based on my association with the administrators of these groups which met with us on various occasions in Washington..."

In addition to these scheduled Committee visits, members are encouraged to visit bases near their home, and they are assisted in visiting bases in areas which they may visit, including overseas areas. The foreign areas most frequently visited are Europe and Japan, but one enterprising member included Korea in her vacation itinerary, just to see the areas where servicewomen were stationed, and was helpful through her talks with the local senior officers in improving the living conditions of the women stationed there.

Some of the members have considered the visit to bases such a good tool for obtaining better understanding and acceptance that they have, with the assistance of local military

personnel, arranged for visits of special civilian groups to local military installations. This has been done in various locales and, where the tour was well planned and executed, the members were highly pleased with it as a tool for increasing awareness of the role of servicewomen. A vice principal who made one of these tours reported to the member: "Before the trip was over, a number of the vice principals told me that their whole point of view toward the service had changed since the early morning." Additionally, some members who included reporters on the tours later found it easier to place information about women in the services through those contacts.

In addition to meeting women in all positions in the armed forces, members of DACOWITS are provided much written material, both general defense material and women in the armed forces or in specific branches of the services, and material about individual servicewomen. For example, the folder of materials mailed to members appointed in 1964 included 17 pages titled "Contributions of Service Women to Our Frontier Programs." This provides brief biographical sketches of women officers and enlisted women from the various services, with a summary of their current assignment. This includes the WAF Captain who majored in home economics at the University of Vermont, now Chief of the Acceptance Section of Irradiated Products Branch at Natick, Massachusetts; a Navy Ensign who majored in Biochemistry at Sacramento State College, now working at the Naval Radiological

Defense Laboratory where she is investigating the effect of ionizing radiation on mixed-phase systems. An enlisted WAVE from St. Paul, Minnesota is a digital computer programmer, and another enlisted WAVE from Evansville, Indiana is a data systems technician who maintains, inspects, tests, calibrates and repairs Electronic Digital Computers, Video Processors, Tape Units, and other equipment related to the digital computer; the Air Force has a Major with an MS in Engineering Management from the University of Chicago who does research in the design and development of equipment to increase the comfort and efficiency of pilots in jet aircraft and in aerospace vehicles. Information as detailed as this helps make the members appear more expert to their audience, and it helps them in explaining the multiple roles of women in the services.

Other information in the folder of materials: a Fact Sheet on each of the ten major components in which women are serving (Army, Marine Corps, Navy and Air Force line components; Army, Navy, and Air Force nurses; and Army, Navy, and Air Force medical specialists.); a chart of military insignia; pay chart; list of publications produced by DACOWITS; educational opportunities available through the armed forces; and copies of some letters prepared by other members that are useful guides. Additional printed information is provided to members on their request, or when information is received by the Secretariat that they believe would be valuable to the members. Each member is

also provided copies of all publications produced by DACOWITS.

Through the tactics of having DACOWITS members meet service women of all grades, meet high officials both men and women, visit areas where service women live and work, and by providing a plethora of varied types of printed material about women in the services, the members of DACOWITS receive enough information to make them knowledgeable on the subject of women in the services. However, the final aspect is for there to be visible evidence that the member is more than a self-appointed expert, that she is recognized by the Department of Defense as a spokesman. This visibility is provided in four primary ways: each member receives a formal Certificate of Appointment signed by the Secretary of Defense; each receives a plastic briefcase with her name and the abbreviation "DACOWITS" stamped on it; the Department of Defense releases to local newspapers the news of the member's appointment to the committee, with subsequent articles on her attendance at meetings and pictures of her with servicewomen; and the members are provided with Committee letterhead stationery and official envelopes for use in conducting Committee business. At the suggestion of the members of the Committee, another visible evidence of their official connection with the Department of Defense was added in 1963. This is a piece of jewelry, which may be obtained either as a pin or with a loop for use on a charm bracelet or worn on a chain around the neck. This pin, approximately one and one-quarter inches in

diameter, contains the eagle with thunderbolts in its talon, similar to the symbol of the Department of Defense, and the letters DACOWITS on the face. It was approved by the Department of Defense for individual purchase by the members, at no expense to the government. This serves not only to identify the member as having a connection with the Department of Defense, but is of a type to attract attention when worn, and will frequently serve for the member as a conversation opener. When it attracts the attention of a person and that person then asks about it, it has served as a stimulus and helps to crash through that person's perceptual barrier.[1] There will then be some information passed from the communicator to the receiver on the subject of DACOWITS and possibly women in the services. Although it may not have an immediate effect, the visual stimulus will help the receiver to retain the information and there may be a sleeper effect, so that at some time in the future the receiver will ask the DACOWITS member for additional information on the subject. Also, since the receiver was the one who inquired about the DACOWITS pin, the member cannot be considered to have been trying to influence the receiver.

This interpersonal communication is often more effective in transmitting ideas for the following reasons: (1) personal contacts with associates take place for mundane, non-abstract

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[1]Otto Lerbinger, "Seeing and Remembering" (School of Public Communication, Boston University, 1963) (mimeographed)

social purposes, permitting high rapport and casual but close relations; (2) most Americans are more strongly affected by people than issues; (3) it is more difficult to "tune out" a friend than an organ of the mass media; (4) in conversation you can discover the receiver's irrational or emotional prejudices on the subject and talk them out.[1]

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[1]Hero, pp. 27-28.

III. PUBLIC ATTITUDES TOWARD WOMEN IN THE SERVICES

Shortly after the formation of DACOWITS a study was conducted by the American Institute of Public Opinion to ascertain the public attitude toward servicewomen. Preliminary results of the survey (SURVEY 485K of January 1952) were given to the committee in February. The results were based on responses given by a cross-section sample of the American voting public. There is no record that any further results were provided. In considering the results, it must be kept in mind that at the time the survey was conducted this country was engaged in the Korean War and was in the middle of a big recruiting push, which would tend to put military service in a more favorable perspective. The basic question was:

> If you had a sister or a daughter--say 20 years old--would you favor or oppose her joining the WAC, WAVES, or some other branch of the Armed Forces in which women serve?

Favored	50%
Opposed	39%
Qualified and no opinion	11%

It was reported that there was a slight tendency for better-educated persons to be more favorable than those with less education to the idea of a kinswoman joining the services. Women viewed the prospect with slightly more favor than men.

III. WHICH ADDITIONAL SKILLS WERE IN THE PROCESS

Hierarchy theory has implications for education in study and practice by this discipline. Educators in leadership in management and multiple-skilled [illegible] environments. The [illegible] of the course [illegible] of Phoenix 2020] were given to the [illegible] in Phoenix. The results were based on responses given by a cross-section sample of the [illegible] [illegible] multi-[illegible] in an effort to [illegible] results were analyzed. In analyzing the results. It was to find in what ways in the [illegible] the survey was conducted this survey was sent to the [illegible] and was in the middle of a big reorganization [illegible] would lead to the military service in a more [illegible] [illegible] positive. The basic question was:

> If you had a choice in a decision-making of [illegible] would you choose or choose her [illegible] [illegible], or some other [illegible] of the [illegible] Phoenix in which [illegible] served?
>
> Personal 50%
> Opposed 30%
> Qualified and no opinion 20%

It was expected that there was a strong leadership [illegible] better-educated persons to be more favorably [illegible] [illegible] information to the idea of a [illegible] [illegible] [illegible]

It should also be noted that by including the age figure of "20" this would exclude the college graduates--the potential officers--from consideration. This is particularly important when you consider that enlisted women are assigned to the jobs traditionally considered suitable for women--clerical, administrative, etc. on the performing level[1]--while women officers are primarily employed in the supervisory positions normally reserved by our society for men. It is not unreasonable to assume that the "Favor" percentages would be lower for potential women officers.

The respondents to survey 485K were also asked to state in their own words the advantages to a woman in joining the armed forces. Responses to this question reflected the recruiting appeals being used. Major categories of response were: education and training; travel; character building; patriotic reasons; and other interesting experiences, such as meet new friends, gain variety of new experiences, develop a broader outlook, and get a husband. Twenty-nine percent of the respondents said that there were no advantages, or that they didn't know what they were.

The respondents were also asked to state the disadvantages to a woman in joining. The most frequent response to this centered around the stereotype of immorality and loose living which have been attached to the women in the service. Major categories

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[1]National Manpower Council, Womanpower (New York: Columbia University Press, 1957), p. 92.

of response were: immorality; separation from home and family; and hardship and danger. Thirty-five percent said that there were no disadvantages, or that they didn't know what they were.

A survey made by the Social Science Research Center of 245 women at Cornell University, also in 1952, is of interest in considering the attitude of the college woman. This was limited to students at Cornell University, so it cannot be considered more than an indication of the attitude of other women in the United States, and again the fact that it was done while this country was fighting a war would have a definite influence on the prevailing attitude. The following questions and responses are taken from that poll:

How good a career do you think the armed forces offer for a woman?

8	Very good
78	Good
118	Poor
34	Very poor
7	No answer

Have you ever considered going into the women's branch of any of the armed services?

10	Yes, very seriously
58	Yes, somewhat seriously
173	No, I haven't
4	No answer

Do you think your parents would approve or disapprove of your going into the women's branch of any of the armed services?

4	Strongly approve
9	Approve
48	Neutral
89	Disapprove
93	Strongly disapprove

of [illegible] [illegible]. [illegible] [illegible] [illegible]

How many women do you know personally who are in the women's branch of any of the armed services?

1	Many
11	Some
105	Only a few
127	None
1	No answer

Do you ever feel guilty that men are drafted while women are not?

9	Often
65	Sometimes
168	Never
3	No answer

If there should be a draft of women into service in the armed forces, how do you think you'd like the idea?

5	Very well
34	Fairly well
72	Neutral
76	Dislike fairly much
56	Dislike very much
3	No answer

In the Cornell survey it is revealing to note the response of the young women when asked if they believed their parents would approve or disapprove of their joining the service. In this instance 13 felt their parents would approve, 182 disapprove, and 48 neutral. This answer could have a great bearing on the others given. In particular it would affect whether or not the young women had ever seriously considered joining the service. While many parents will accept any of numerous vocations their daughters may choose, and would consider themselves quite liberal in connection with whether or not they tried to govern their daughter's life, parents may have such negative

[illegible] women do you come personally into [illegible] to the women in general or any of the [illegible] individual

1	Never
2	Rarely
3	Only a few
4	Often
5	Do [illegible]

Do you ever feel guilty that you are [illegible] while [illegible]?

1	Often
2	Sometimes
3	Never
4	No answer

If there should be a direct or indirect duty imposed on the armed forces, how do you [illegible] the idea?

1	Very well
2	Fairly well
3	Neutral
4	Not too fairly well
5	Dislike very much
6	No answer

In the [illegible] survey, it is revealing to note the [illegible] of the young women who [illegible] that their [illegible] would [illegible] or [illegible] of their [illegible] the [illegible]. In this [illegible] of this [illegible] would [illegible], [illegible] [illegible], and [illegible]. This [illegible] would [illegible] a [illegible] [illegible] on the [illegible]. In [illegible] it would [illegible] [illegible] [illegible] the young women [illegible] [illegible] [illegible] [illegible] [illegible]. [illegible] [illegible] [illegible] will [illegible] [illegible] of [illegible] [illegible] their [illegible] [illegible], and [illegible] [illegible] [illegible] [illegible]

feelings toward particular occupations that their daughters would dismiss them without serious consideration, indeed possibly without realizing they were being influenced. This would indicate the importance of the parents' attitudes on the selection of career fields.

Much of the work done by DACOWITS to provide more information about women in the armed forces has been directed toward the mothers of young women. Little has been done to influence the father, other than on an individual level. A few members have presented programs to men's organizations (see chapter on communications methods) but in general the work of the Committee and the materials prepared by the Secretariat have been directed toward women.

In 1955 Dr. George Gallup's Public Opinion Survey, Inc. made a study for the Department of Defense on the "Attitudes of Adult Civilians toward the Military Services as a Career." This study did not specifically mention women, and it is reasonable to assume that the answers would vary if the respondents were thinking of military personnel as women instead of men. This survey was based on 2,004 interviews conducted between October 31 and November 19, 1955, considered a reliable sample. In the opinion of those conducting the study, the following five major conclusions could be drawn from the survey:

1. A career in the military service does not carry great prestige with adults, at least as of today. This is true of

both officers and enlisted personnel. Inadequate financial rewards, dislike of service discipline and regimentation, lack of adequate family life, and less opportunity to advance than in civilian life are the greatest drawbacks of a military career in the public's mind.

2. One of the significant facts to come out of the adult survey is that the best educated group--in which a high proportion of the country's opinion leaders are found--hold a lower opinion of both officers and enlisted men than do those with less education. Actually, the prestige of a military career is highest among the less well educated group.

3. The civilian public does not have a clear-cut idea of the role of the various branches of the service during wartime. They have even less understanding of their role during peacetime.

4. The civilian public bases its attitudes toward the military service more on reports from people who have been in the service than on any other source of information. The next most often mentioned source is personal experience in the service. The influence of the mass communications media appears to be of secondary importance. This would indicate that the soundest public relations approach for the military service would 'start at home.'

5. Survey evidence indicates that the military services would most likely succeed in their efforts to attract and retain the high quality of personnel necessary by increasing financial

benefits, by encouraging a more normal family life for service personnel whenever possible, and by improving housing conditions.

In this survey, the public ranked an officer in the armed services 7th in a list of 19 occupations, and an enlisted man 16th.

1.	Physician	400
2.	Scientist	329
3.	College professor	309
4.	Minister or priest	306
5.	Lawyer	302
6.	Public school teacher	252
7.	Officer in armed services	227
8.	Farm owner or operator	221
9.	Carpenter	172
10.	Radio or TV announcer	170
11.	Mail carrier	140
12.	Bookkeeper	121
13.	Plumber	119
14.	Owner of a small store in city	115
15.	Garage mechanic	77
16.	Enlisted man in armed services	62
17.	Barber	16
18.	Sales clerk in store	-16
19.	Truck driver	-27

In answer to a question attempting to ascertain where the respondents gained the information on which they based their opinions, the researchers reported 49% said their most important source was people who have been in service, and another 23% based it on their own service experience. Newspapers were credited by 12%, television by 4%, magazines by 3%, radio by 2%, and motion pictures by 2%.

Evidence of the importance of television in a public relations program for the military services is shown in the following comparisons of the mass communications media:

Finally, by discovering a more normal Fourier-like the service [illegible] observer [illegible], and to [illegible] [illegible].

In this survey, the [illegible] should be [illegible] to the [illegible] [illegible] [illegible]

32% had seen television shows which gave them a favorable impression of servicemen, while 3% had seen television shows which gave them unfavorable impression.

18% had seen motion pictures which gave favorable, 5% unfavorable.

17% read newspaper story recently which gave favorable, 14% unfavorable.

14% had read magazine articles which gave favorable, 3% unfavorable.

Although the poll does not indicate why the highest number of unfavorable reports came from newspapers, it may be because newspapers give a large amount of space to reporting crimes and misdemeanors, usually mentioning if anyone involved is a serviceman or former serviceman, and this type of information would not be so common in the other media.

In some ways, it is surprising that Americans regard service in the armed forces with as much favor as they do. When Alexis de Tocqueville visited this country in the early 1800s, he felt that "the notions and habits of the people of the United States are so opposed to compulsory recruiting that I do not think it can ever be sanctioned by the laws." He believed that Americans "are unquestionably the most cold and calculating, the most unmilitary, if I may so speak, and the most prosaic of all the nations of the earth."[1] Although we are still basically an

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[1]Alexis de Tocqueville, Democracy in America, ed. Phillips Bradley (New York: Alfred A. Knopf, 1956), p. 228.

unmilitary nation, since World War II the country has been able to view a standing military force with relative equanimity. President Johnson's call for a study of our military programs with a view to ending the draft[1] has been received with much favor; our country may view a standing military force with equanimity but it prefers that it be a volunteer force.

In 1961 members of the Defense Advisory Committee on Women in the Services asked unmarried women college graduates under age 30 to fill out an interest survey questionnaire. The survey was designed to assist the recruiting services in designing and placing their recruiting literature and advertising, and was in three sections: (1) magazines frequently read, (2) club membership, and (3) considerations in changing type or location of employment. This was not a sample survey--i.e., a member in a large metropolitan area had the 10 questionnaires assigned to her filled out by members of the Spinsters' Club, in another large city the member had her questionnaires completed at the YWCA--still the comments added by some of the 137 respondents give an indication of how some of them view military service for women. One consideration listed for changing type or location of employment was "Opportunity to serve my country in uniform." Opposite this, one respondent with a B.A. in Political Science, employed by the Rand Corporation, replied: "I'm a girl." Another said: "I don't see that women do any real work in the services in

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[1]Jack Raymond, "Pentagon Starts New Draft Study, The New York Times, June 22, 1964, p. 1.

[illegible]

[illegible] Bernard, "Problems Inside the Death Study," The New York Times, June 26, 1966, p. 31.

policy making areas etc., and feel that the reputations of the women are not good." This respondent had a B.A. in Political Science and Biology, was employed as a life insurance saleswomen. One young woman said: "don't like uniforms but would like to serve." Less well defined was the reply "anything other than opportunity to serve my country in uniform. Nothing in mind specifically other than I would not accept a military position." This respondent had a B.S. in Occupational Therapy, was working as an occupational therapist.[1]

Women in uniform are often accused of being women of loose morals. This has been the subject of letters addressed to members of DACOWITS, to the President, the Secretary of Defense, and members of Congress. The following excerpts are from three letters written in 1961, forwarded to DACOWITS for reply, and now on file in the Secretariat office in Washington.

> I have also heard many stories about women in the service, such as their being 'call girls' for any of the masculine branches of the services. Is it true that there is such low moral standing and poor disapline (sic) in these service branches, or is it just rumor?
>
> One person that I've talked to said she wouldn't join if she were me because it changes your reputation of being a nice girl. She said girls she knew of, who joined went in as nice girls but came out bad. She said she read an article on information that there were so many armed force women who were discharged because of pregnancy. And they just always give me the same answer that they wouldn't join if they were me.

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[1] "A Survey of Potential Women Officers" (Public Information Services Subcommittee, Defense Advisory Committee on Women in the Services, undated), pp. 11-12. (Mimeographed)

> Now for the most important question and I'm sure you've heard it before. 'What about low morals.' I've heard so much awful and sickening things about the women's services that I don't know what to believe. But 'where there's smoke there's bound to be fire.' Morals, I'll admit are the main thing that make me hesitate, for if I have to lower my morals even a little to serve my country then this is not the place for me to be. It seems shame to have such an awful name attached to the womens services. I would appreciate it if you would be frank with me in discussing this.

The following is from a letter written in late 1963 by a distressed mother to her Senator:

> Our daughter...is seriously considering enlisting in either the Women's Air Force or the WAVES, when she graduates from... High School in June, 1964. Whenever we mention this fact to anyone they seem rather shocked that we would permit such a thing. I felt rather badly about this reaction so I wrote a letter to an editor of the Seventeen magazine which advises girls on careers or colleges asking her opinion. The lengthy answer echoed the actions of our friends. May I quote from her letter: 'In other words, while we believe that (she) may find a happy and profitable career in the services, we hope she won't choose the service only because she will not be able to attend college. Very frankly, the services may attract some girls who simply want to see the world or meet many men.' I am well aware this kind of thinking existed during the War, but I thought people had changed. There must be something someone can do to change this way of thinking. I'm sure our servicewomen are not second rate citizens.

Even though this mother was receiving many negative opinions, the fact that her own was not, and that she felt strongly enough about it to write her Senator, is encouraging.

Members of DACOWITS have found that they are frequently questioned about this aspect of the services, the oft repeated

allegation of loose morals. They answer the question in terms of the many servicewomen they have met through their membership on the Committee, and in terms of their acquired knowledge of the services. In 1961 Mrs. Anthony J. Drexel Biddle, who had just rotated off the Committee, received a thoughtful letter from a mother whose daughter was interested in entering the service. She said they had discussed the possibility with several young men who had been in service, and that all of them held low opinions about women in service. She asked help in obtaining first hand information, and asked Mrs. Biddle's advice as a mother. With the assistance of the Secretariat, Mrs. Biddle prepared an answer for her. In it she mentioned the screening of young women before they are accepted for service, the regulations and supervision under which they live and work, but pointed out that although the services will guide and protect girls all they can, in the final analysis it is the girl who must decide what her behavior will be, based on the standards provided her by her family and associates as she was growing up. With Mrs. Biddle's permission, the Secretariat reproduced the letter and has given copies of it to all subsequent members of the Committee.

This question of the public's view toward the morals of servicewomen receives possibly the most concern of servicewomen and DACOWITS members, and is an area in which they are acutely sensitive. Although they are aware of all unflattering mentions

in degradations. In his main article also comes [illegible] Moore. Moore was charged in [illegible] case a [illegible] [illegible] [illegible] to [illegible] the [illegible] of [illegible] to [illegible], or [illegible] [illegible]. And while [illegible] [illegible] the [illegible] [illegible] [illegible] [illegible] [illegible] [illegible], the same [illegible] of [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

> 4. Where the accusation is an isolated instance of criticism in generally favorable community sentiment and comment, it is desirable to accompany silence on the accusation with action related to the charge brought.[1]

Points 2 and 3 appear most relevant to the problem. Some members believe in facing the issue squarely and, as an individual with prestige, issue a positive denial. Others feel that silence is best as this is a nebulous thing, almost impossible to dispel in the minds of those who want to believe it.

One of the most popular booklets prepared under the auspices of DACOWITS is Your Daughter's Role in Today's World. This has been in circulation for 10 years, being reprinted several times and revised in 1961. This 12 page pamphlet is addressed to parents, with a foreword from the Armed Forces Chaplains Board. Written in question and answer form, the pamphlet endeavors to answer the questions most frequently asked by parents. On page 9 it takes up the question of the moral standards of women in the armed forces, and answers it in a positive fashion. It emphasizes the high standards of the women, which they bring with them from home and which are then added to by the armed forces, but also frankly admits that there are exceptions. The discussion of this problem is full and complete, and designed to be reassuring. That this has worked at least one time is known to the author. In response to my question

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[1]Norman John Powell, Anatomy of Public Opinion (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1951), p. 465.

4. Does the committee is an informal function or activities in generally frequently consisting problems and members. It is desirable to encourage citizens or the organization which seems related to the change involved.[1]

Points 5 and 1 require many relations on the portions. Does some have failures in trying the issue separately and, or on individual with problem, issue a positive result. Members feel that allowing is body as with is a serious thing, about impossible in front in the minds of those who need to believe it.

One of the most popular techniques presented under the advice of DEVITT is Dear Executive's Role in Today's Depl. This has been in circulation for 10 years, been reprinted several times and revised in 1961. This is your problem is addressed to persons, with a foreword from the Dean Thomas Hartley Dorel. Written in question and answer form, the pamphlet endeavors to answer the questions most frequently asked by persons. On page 6 it takes up the question of the social standards or values to and about trends, and handling it in a positive fashion. It emphasizes the still attendants of the means, which they bring with them from home and which are then added to by the school teacher, but also already adults have some are emphasized. The discussion of this problem is full and complete, and designed to be reasonable. That this has values at least one view is known to the author. In response to an question

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[1] Dorel Thomas Hartley, Dearing of Public Opinion (Hartwood Hills, N. J.: Hartline-Hall, Inc., 1961), p. 60.

of a Navy Ensign as to whether or not she knew what DACOWITS was, she replied that DACOWITS was the reason she was in the Navy. It was only after her mother had read Your Daughter's Role that she agreed for her to join the Navy. Although she could have entered legally without her mother's permission, like most women she would not have joined against her parents' wishes.

IV. COMMUNICATIONS METHODS

More of an obstacle than the enduring question about morals is that few people ever think about women in the services at all. Since the subject is not one that affects them personally, they do not give it consideration or form an opinion. "Ideas fail to move where few are interested."[1] To break through this apathy, and attempt to get large segments of the general public to give some thought to the subject of women in the armed forces, members of the Defense Advisory Committee must make use of a variety of methods. A suggestion carried by mass media plus face-to-face reinforcement is more likely to be accepted than a suggestion carried by either alone, other things being equal.[2] To ascertain the types of communications methods employed and the frequency of use of each method, a questionnaire was devised. (Appendix A). This questionnaire was mailed on March 13 to the 129 women who served at least two years on the committee between January 1, 1954 and January 1, 1964 (Appendix B). A second request

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[1]Hero, p. 17.

[2]Wilbur Schramm, "Introductory Note: The Nature and Behavior of Attitudes," The Process and Effects of Mass Communication (Urbana, Ill.: University of Illinois Press, 1961), p. 213.

IV. CONCLUSIONS AND

Even if the objective than the authority transfer local agencies if that the people in our local areas would in the [illegible] Since the subject is not one that attracts much publicity, they do not give it consideration or even an opinion. "Even this to more places they are interested."[4] It took showed this quickly and strongly in our large segments of the general public to give some thought to the subject of women in the armed forces. Members of the Defense Advisory Committee must take up a variety of methods. A suggestion coupled by some media plan face-to-face publicrelations is more likely to be accepted than a suggestion carried by either alone, other things being equal.[5] In consideration the types of communication methods employed and the frequency of use of each method, a questionnaire was devised. (Appendix A). This questionnaire was mailed on March 15 to the 125 women who served at least two years in the combatant between January 1, 1951 and December 1, 1954 (Appendix B). A second request

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[4]Henry, op. cit.

[5]Wilbur Schramm, "Introductory Essay: The Science and Behavior of Persuasion," The Process and Effects of Mass Communication (Urbana, Ill.: University of Illinois Press, 1954), p. 212.

was sent on May 11 to the approximately 50% who had not responded. By July 15 a total of 82 women had replied, approximately 64% of those polled. Nineteen of the 82 did not fill out the questionnaire but wrote comments which will be included in the discussion. Of the 63 returned questionnaires, some respondents left some sections blank, and some respondents indicated methods used without indicating the frequency. Although the number of responses is too small, particularly in the subcategories, to permit definitive interpretation, the results are worthy of consideration. In this chapter the methods used will be discussed. Tables showing frequency of use are in Appendix C.

The questionnaire was divided into these categories:

I. Methods

A. Speeches
B. Articles
C. Visits
D. Conventions
E. Miscellaneous

II. Effectiveness

A. Listing of methods considered most effective
B. Feedback
C. Member's evaluation as to whether or not anyone changed opinion as result of her efforts

The respondents are divided into these categories:

24 Civic Leaders
8 Educators (classroom teachers and guidance counselors)
7 University deans and professors
5 Government and politics
6 Allied medical (4 nursing, 1 dietetics, 1 occupational therapy)
13 Miscellaneous (5 mass media, 1 engineer, 1 banker, 1 doctor, 1 business consultant, 1 placement service, 1 labor unions, 1 public relations, 1 business executive)

Each part of section I of the questionnaire will be tabulated first according to the categories on the questionnaire.

was seen on May 11 in the supermarkets, but was not im-
pounded. My duty is a total of 30 hours has prolled, approxi-
mately 20% of state police. Estimates of how 30 will use (?)
out the questionnaire are more numerous than will be included
in the discussion. If the 30 returned questionnaire, some
respondents left some questions blank, and some responses in-
dicated another item without indicating the frequency. Although
the number of respondents is not small, particularly in the sub-
categories, to permit statistical interpretation, the results are
worthy of consideration. In this chapter the analysis will
be discussed. Table showing frequency of use was in Appendix C.

The questionnaire was divided into three categories:

I. Medium

A. Speaking
B. Writing
C. Media
D. Conversation
E. Multi-listeners

II. Situations

A. Listing of analysis categorized and scrutinize
B. Feedback
C. Speaker's evaluation as to whether or not anyone changed opinion as result of his speech

The respondent was divided into three categories:

1) Civic leaders
2) Educators (elementary teachers and college professors)
3) Salesmen (door and telephone
4) Government and politics
5) Allied medical (2 dentist, 1 chiropractor, 1 psychiatrist, 1 pharmacy)
12) Businessmen (3 home builds, 1 engineer, 1 banker, 1 lawyer, 1 industrial journalist, 1 financial service, 1 labor union, 1 public relations, 1 business manager)

Each part of section I of the questionnaire will be tabu-

section will then be tabulated with audiences combined by types as follows: (military groups and "other" will be excluded from the combined form)

Schools - high school, colleges
Medical groups - nursing groups, dietitians, occupational therapists, physical therapists
Organizations - professional groups, men's civic groups, women's civic groups
Media - television, radio.

TABLE A.1.--Talks by member on subject of women in the services: (Figures at top of each column indicate number of respondents. Figures in each column indicate number using that method).

Audience type	(23) Civ Ldr	(8) Ed	(7) Univ	(5) Gov't	(6) Medical	(12) Misc	(61) Total
High schools.....	11	4	2	2	2	2	23
Colleges.....	10	3	2	2	2	1	20
Nursing groups.....	11	3	..	1	2	1	18
Dietitians.....	4	1	..	..	1	..	6
Occ. therapists.....	3	1	..	..	1	..	5
Physical therapists....	4	1	..	..	..	..	5
Professional groups....	7	1	1	2	3	5	19
Men's civic groups.....	10	2	..	2	..	2	16
Women's civic groups...	20	7	2	4	2	4	39
Military groups.....	6	1	1	..	3	2	13
Television.....	16	4	2	1	1	3	27
Radio.....	12	2	2	2	1	2	21
Other (church etc.)....	2	2	..	..	..	1	5
							217

meeting will soon be conducted with audience commission by type as follows: (military groups and "other" will be excluded from the original form)

Schools - high school, colleges
Medical groups - nursing groups, dietitians, occupational therapists, physical therapists
Organizations - professional groups, men's civic groups, women's civic groups
Radio - television, radio.

TABLE 4.1.--Table by number on audience of women in the workforce (Figures at top of each column indicate number of respondents. Figures in each column indicate number owning this medium).

Audience type	(Ss) Ex Lic	(R) Ex	(T) Univ	(P) Cor'l	(S) Medical	(Or) Misc	(Ot) Total
High schools.....	11	4	2	2	2	1	21
Colleges.....	10	3	2	2	2	1	20
Nursing groups.....	13	3	..	1	2	1	10
Dietitians.....	4	1	..	..	1	..	6
Occ. therapists.....	3	1	..	..	1	..	5
Physical therapists....	1	1	..	..	..	..	2
Professional groups....	7	1	1	2	3	1	15
Men's civic groups.....	10	2	..	2	..	2	16
Women's civic groups...	20	7	2	4	2	4	39
Military groups.....	5	1	1	..	3	2	13
Television.....	14	4	2	1	1	1	23
Radio.....	12	2	2	2	1	2	21
Other (journal etc.)....	2	2	..	..	..	1	5
Ttl							

TABLE A.1. (combined form)

Audience type	(23) Civ Ldr	(8) Ed	(7) Univ	(5) Gov't	(6) Medical	(12) Misc	(61) Total
Schools.....	21	7	4	4	4	3	43
Medical groups.....	22	6	..	1	4	1	34
Organizations.....	37	10	3	8	5	11	74
Media.....	28	6	4	3	2	5	48

The only specialized audience used by more than half of the total respondents was women's civic groups. This audience was particularly popular with civic leaders, educators, and women in government. This can be explained partially by the availability of women's organizations in every community, their need for programs, and the members of DACOWITS who favor this audience are themselves members of women's civic organizations. This provides them with a forum in a group where they already have influence, and frequently through the members of a group to which they belong they will gain entree to other groups. Also, being familiar with this type of organization, they know the methods of approaching them to gain acceptance for a program. It is not sufficient that a group politely accept a member of DACOWITS as a guest speaker, the ideas she is advancing must be accepted and discussed. Informal discussions within the group often encourage some normally disinterested members to pay attention to communications on the same subject originating outside the group.[1]

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[1]Nero, p. 39.

TABLE 4.1. (Continued)

Religious Group	(1) Age	(2) Sex	(3) Edu.	(4) Occ.	(5) Marital	(6) Fam.	(7) Total
Conservative.....	21	7	4	4	4	3	43
Radical group.....	18	6	..	3	4	2	33
Orthodoxy.....	37	20	3	2	3	11	76
Total.....	96	5	4	2	5	5	47

The only significant relations seem to some than half of the total respondents are young single people. This relation was particularly strong with city Jewish, Moslems, and those in Conservatism. This may be explained from-the in the availability of women's organizations in every community that cater to youngsters, and the success of DROR-ITZ who have this outlook are dissatisfied members of women's civic organizations. This provides them with a focus in a group where they already have influence, and therefore should be members of a group in which they feel they will quite content to other groups. Also, being familiar with this type of organization, they know the methods of mobilizing them to gain acceptance for a program. It is not surprising that a group without a number of DROR-ITZ as a core group, has been one in advancing work is accepted and discussed. Educated discussions which the women often encounter some actually disconcerting members in pay attention to observations on the case studies indicating which the group.[1]

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[1]Ibid., p. 39.

To assist members in having programs accepted by a variety of organizations, in 1961 two members of the Organizations Subcommittee who had served on numerous executive committees prepared a guide for members, "On Contacting Organizations."

The audiences for over a third of the respondents were television, high school groups, and radio. The high response in television and radio is indicative of the recognized use of mass media. The television and radio media were most popular with civic leaders. Because most of the civic leaders appointed to DACOWITS are women who are recognized in their communities, they have found that where local television stations have "women's" programs they generally experience little difficulty in being interviewed about their work with the Committee. Local radio stations are also approachable in most areas. Appearances of members on television and radio stations in areas such as New York and Los Angeles are less frequent, but some members who have contacts with people in the broadcasting industry have been on radio and television in those areas.

Recognizing that radio and television were essential media to be used in reaching a large segment of the public but equally aware that they were not well enough informed about using these media to make the best use of them, members of DACOWITS asked that the members who were expert prepare a guide. Responsibility for preparation of the guide was assumed by four Public Information Services Subcommittee members: the co-owner and traffic

To assist members in having programs accepted by a variety of organizations, in spite the members of the organizations concerned who had helped to improve community conditions prepared a guide for members, "In Conducting Organizations."

The experience has been a union of the inexperienced with experienced people, and youth. The high cooperation in television and radio is indicative of the experience use of mass media. The television and radio media were used primarily with leaders. Because most of the girls leaders experienced in Girl Scout, but are required in their communities, they have found that their local television stations welcomed their "stunts" because they generally experience little difficulty in being interviewed about their work with the committees. Local radio stations are also responsible to mass media. Knowledge of readers on television and radio stations is some that as the first and the leaders and lack contacts, but some leaders were have contacts with people in the broadcasting industry have used in radio and television in some cases.

Recognizing that radio and television were beneficial media to be used in reaching a large segment of the public but equally aware that they were not well enough informed about using these media to make use that use of them, members of Girl Scout Troop that the members who also Council prepare a guide. Responsibility for preparation of the guide was assumed by Four Girls Interpretive Services Educational Committee members. The co-chairmen and training

manager of a radio station, the producer for an educational television network, the women's activities director of a commercial station, and an interviewer and newscaster for a commercial television station. They developed a very comprehensive guide, "So You're Going to Be on Radio or TV," which the services requested also be provided to their women on recruiting duty. This was accomplished, and the guide has been given to incoming DACOWITS members since its original issue in 1961.

One of the major problems encountered in securing appearances on radio or television is the need for variety in subject matter. Most of the members are interviewed about the work of the Committee, but after one interview this topic is fairly well exhausted. There is need for less breadth and more depth in subject matter. Some of the members who gain more information on jobs being performed by women in the services, or who themselves were in the service during World War II and can compare it with current service, have an opportunity to appear more than once.

Part of the reason for having women with local prestige appear on local mass media speaking affirmatively of the women in the services is so that some of their prestige will be transferred to military service for women. The mere fact that they and their subject are considered important enough to be on the

mass media gives added prestige.[1] Additionally, this helps inform others in the community that they are "experts" on the subject, and consequently they may be contacted for information by persons or groups. Social scientists have discovered that in many cases one or more members of an otherwise indifferent group do pay some attention to mass media, voluntary organizations, or outside individuals and that they then communicate what they learn to other members.[2] A group that has some latent interest in the subject of women in the services can be stirred to active interest if one of these aware individuals persuades the group to take advantage of the knowledge of the DACOWITS member.

The small number of respondents addressing dietetic, occupational, and physical therapy groups represents both the relatively slight emphasis placed on those fields by DACOWITS and the scarcity of those groups in any one area. The number of speeches made to military groups is not of particular importance to this study, as it represents primarily members explaining the job and purpose of the Committee to their local military personnel. Although DACOWITS has been in existence over a decade, its work consists more of publicizing women in the services than itself, and many in the armed forces are unaware of the existence of the Committee.

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[1]Paul F. Lazarsfeld and Robert K. Merton "Mass Communication, Popular Taste and Organized Social Action," Mass Communications, ed. Wilbur Schramm (Urbana, Ill.: University of Illinois Press, 1960), p.498.

[2]Hero, p. 29.

mass media given added prestige.[1] Additionally, such data is taken from others in the community who also are "experts" on the subject, and consequently they may be consulted for information by persons or groups. Social scientists have discovered that in many cases due to some members of an otherwise indifferent group, do they come alertness to some media, voluntary organizations, or outside individuals and then they then consciously will help learn to other members.[2] A group that has some latent interest in the subject of women in the services can be activated by getting interest in one of these media individuals providing the group to take advantage of the knowledge of the DEPOTTY manner.

The small number of psychologists interviewing students, occupational, and physical therapy groups responsible with the relatively slight emphasis placed on those fields by RECRUITING and the scarcity of these groups in any one area. The number of procedures made in military groups is not of particular importance to this study, as it represents primarily members of platoons the job and purpose of the detachment to their local military personnel. Although RECRUITING has been in existence over a decade, the most desirable form of publicizing women in the services then itself, and many in the armed forces are unaware of the existence of the detachment.

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[1]Paul F. Lazarsfeld and Robert K. Merton "Mass Communication, Popular Taste and Organized Social Action," Mass Communications, ed. Wilbur Schramm (Urbana, Ill.: University of Illinois Press, 1960), p.492.

[2]Ibid., p. 49.

Only one-fourth of the respondents have made talks to men's civic groups on the subject of women in the services. The Committee has not emphasized male audiences, and it is frequently much more difficult to get them to accept the idea of a program on that subject. For example, one member worked for about two years trying to get the Men's Prayer Breakfast in her large metropolitan area to have a program about women in the services. This organization was composed of many of the prominent men in the area. They finally did allow her to present the program, which she felt was one of the greatest accomplishments of her term. It received good response from the men attending.

In comparison to the members who worked to secure invitations to speak to groups about women in the services are the replies from two members: "I don't recall that I was invited to give any talks or submit any articles on service women. I was able to make mention of the opportunities in other talks....I tried to 'drag it in.'" and "I recall only one speech in which I was asked to describe DACOWITS and its works....However, I made it a point to weave into all my speeches some reference to the women in the services, particularly when addressing girls' schools and colleges."

TABLE A.2.--Talks by servicewomen, arranged by members:

Audience type	(23) Civ Ldr	(8) Ed	(7) Univ	(5) Gov't	(6) Medical	(12) Misc	(61) Total
High schools	6	6	..	1	..	..	13
Colleges	7	5	7	2	2	1	24
Nursing groups	5	2	..	1	2	..	10
Dietitians	2	1	1	..	1	..	5
Occ. therapists	3	..	..	..	..	..	3
Physical therapists	2	..	1	..	..	..	3
Professional groups	3	3	1	1	..	1	9
Men's civic groups	4	1	..	..	..	2	7
Women's civic groups	10	3	..	1	2	3	19
Military groups	1	1	1	..	1	..	4
Television	13	3	..	1	1	3	21
Radio	6	2	..	1	..	3	12
Other	1	2	..	..	..	1	4
							134

TABLE A.2. (combined form)

Schools	13	11	7	3	2	1	37
Medical groups	12	3	2	1	3	..	21
Organizations	17	7	1	2	2	6	35
Media	19	5	..	2	1	6	33

TABLE 4.2.--Data for activities, arranged by members.

Activity type	(1) Ch.	(2) Ad.	(3) Bell	(4) Cont'	(5) Educat	(6) Mem	(7) Total
High school	1	4	..	1	..	..	13
Dating	1	3	7	4	3	1	24
Social gatherings	1	8	..	1	3	..	13
Questions	2	1	1	..	1	..	5
Gen. knowledge	1	..	..	..	..	..	3
Physical handicapped	3	..	1	..	..	..	4
Refreshment course	3	3	1	1	..	1	9
Men's civic course	4	1	..	..	..	2	7
Women's civic course	13	3	..	1	2	1	19
Military drills	1	1	1	..	1	..	4
Relaxation	13	3	..	1	1	1	21
Radio	6	2	..	1	..	1	10
Other	1	2	..	..	..	1	4
Total	45	23	10	9	8	6	101

TABLE 4.2. (Continued from)

Schools	14	10	7	4	2	1	37
Medical groups	10	3	2	1	3	..	21
Organizations	11	7	1	2	2	6	35
Social	15	3	..	2	1	6	33

This section revealed less action by the members than their own talks. No specialized audience was used by as many as half of the respondents, and only college groups and television were used by as many as one-third. Since most of the military women that members work with in their efforts to publicize women in the services are recruiting personnel, usually women officers, it is not surprising that college groups were the audience most frequently arranged by members, with educators and university deans doing much of the work here. Women officers frequently encounter difficulty in obtaining opportunities to speak with college women. The more general thing is for them to be told to set up their display in the student union where they will be visible and, theoretically, interested women will talk with them. Because of the many demands on the time of college women, and the scattered nature of any groups they may have, many schools are reluctant to provide time for a talk by recruiting personnel. Members can often open doors, impressing on college officials the need for college women to be aware of the work being done by women in the armed forces, whether or not they are interested in it for themselves.

Members have reported that they meet with more success when they can arrange for the program to be presented jointly by members of all the services, so that the colleges will not be showing partiality to one but still will not have to devote additional time for essentially duplicating programs. The small

This doctrine (medical) was taught by the teacher (the physician) Baldwin. He constituted evidence was used by my chief in half of the prisoners, and only children-groups and individuals were made by my chief in conjunction. Some were of the military group that medical were with in which attempt to publication cases in the medical was provided (medical) medical group children. In a not a-operating that medical medical group children was the medical was the medical medical medical

number of women on recruiting duty for some of the services, and the difference in territories covered, sometimes makes arranging joint presentations a frustrating effort. One of the requests most frequently presented by members to the heads of the women's services, or to the chief women recruiters, is for better availability of women officers for joint programs.

On television, also, it is primarily the recruiters that are presented. Again, these are the military women that the members know best, these are also the military women whose job is such that exposure on mass media is desired, to get their message to a larger audience.

The next most frequent audience of talks by servicewomen arranged by members is to women's civic groups. Many members feel that it is highly important for women in uniform to be seen, to help get rid of stereotypes held by members of the community. Members indicated this on the questionnaires in such comments as "After seeing and talking to these fine young women in person, the opinion of many people as to these women were changed." "No one ever met, talked with, or listened to a servicewoman without coming away with a higher opinion." It is much easier for an audience to be against women in the services if they don't meet them face to face.

> For, to be consistent, we must then conjure up an extreme character in our opponent on the basis of ideas we arbitrarily choose as conspicuous. When, on the other hand, we meet actual representatives of the opposing group the distortions of our imaginations are uncovered and we discover in our

antagonists so many aspirations and loyalties like our own that our prejudices are undermined.[1]

The questionnaire cannot reveal whether the small number who reported arranging for servicewomen to appear on programs of men's civic groups was due to lack of effort or lack of success. As mentioned earlier, relatively little emphasis has been placed by the committee on influencing the attitudes of men.

TABLE A.3.--Talks by member and servicewomen on same program:

Audience type	(23) Civ Ldr	(8) Ed	(7) Univ	(5) Gov't	(6) Medical	(12) Misc	(61) Total
High schools	6	2	..	..	..	..	8
Colleges	6	2	2	1	1	1	13
Nursing groups	8	..	..	..	1	..	9
Dietitians	2	..	..	..	..	..	2
Occ. therapists	1	..	..	..	..	..	1
Physical therapists	1	..	..	..	..	..	1
Professional groups	5	1	..	1	..	..	7
Men's civic groups	4	..	..	1	..	1	6
Women's civic groups	9	3	..	4	1	2	19
Military groups	2	1	..	..	1	..	4
Television	6	1	1	1	1	1	11
Radio	5	1	..	1	..	..	7
Other	2	1	1	..	..	..	4
							92

TABLE A.3.--(combined form)

Schools	12	4	2	1	1	1	21
Medical groups	12	..	..	..	1	..	13
Organizations	18	4	..	6	1	3	32
Media	11	2	1	2	1	1	18

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[1]Powell, p. 445.

The subject of women in the armed forces is seldom of immediate local concern, so a major problem of the members of the Committee is devising ways of overcoming the apathy of the citizenry of their community in the subject. Since most persons are more interested in people than in issues, members find it easier to place programs when they center around specific women in the services--their lives, accomplishments, travels, etc.--than when they offer a talk or program on the general subject of women in the services. It is preferable that these women be from the community, or be stationed there. Some of the members who had relatively little success in getting programs accepted felt this was their major obstacle. "I was able to promote very little here in... partly because there are so few women in the services in this area." "We have very few service women in...., and it was therefore difficult to arouse interest in the services as a career for women."

Women on recruiting duty were used by members to supplement local servicewomen, or in place of them when they did not have local ones to use. The problem in using recruiters is that although their expertness is seldom questioned, their intentions are. Too many people have the feeling that since recruiters have a quota to meet, they will tell you anything to get you to join. Whether or not this belief is accurate, it is so widespread it reduces the effectiveness of recruiting personnel in changing or affirmatively influencing attitudes. When the audience

The problem of women in the local forces is making or establishing local recruiting, as a major problem, or the weakness of the Guardians in developing ways of overcoming the apathy of the citizenry of their responsibility in the military. Those most involved are more interested in people than in training, whether that is making the place pleasant when they counter personal hospitality among the waitresses--their wives, boyfriends, friends, etc.--this may help office a task on personnel on the general subject of women in the services. It is particularly that there women be from the community, or be connected thereto. Some of the members had relatively little success in getting programs developed this side was their major problem. "I was able to promote very little here in... mostly because there are so few women in the services in this area." "We have very few services women in..... and it was therefore difficult to arouse interest in the recruitment of a career for women."

Women on recruiting duty were used by members to supplement local recruitment, or in place of them when they did not have local men on hand. The problem in using recruiters in that although their experiences in making questionnaires, their interviews are. The many people have the feeling that since recruitment is a quota to meet, they will tell you anything to get you to join. Whether or not this belief is accurate, it is so widespread it reduces the effectiveness of recruiting conducted in charging or attractively informing activities. When the military

expects manipulative intent, it develops resistance to acceptance of the message.[1]

Where there are few or no active duty personnel members have been interested in the possibility of locating former servicewomen in their area. This idea has worked well for some, but two aspects in particular must be considered: why is the person no longer in service, and has she maintained contact with her service since leaving. If the individual got out of service because she was unhappy, unsuitable, or unsatisfactory, she would not be a good representative. If she got out for marriage and a family, or similar reasons, there is a good chance she has very good feelings toward the service. If she has been out for several years and has not maintained contact, caution should be taken that she does not inadvertantly give an outdated impression about service life and opportunities.

More approbation of servicewomen by servicemen would help with their public acceptance, DACOWITS members believe. This is usually forthcoming from the highest ranking officials, and statements have been publicized by General Eisenhower, General Maxwell Taylor, Admiral Nimitz, and others of similar caliber. When you get to men on lower levels, their opinions are strongly influenced by their feelings toward women working outside the home and by competition they have faced from women, as well as by the actual performance of women with whom they have been associated. Many men are still prejudiced against women in the work world.

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[1]Bernard Berelson and Gary A. Steiner, Human Behavior (New York: Harcourt, Brace & World, Inc., 1964), p. 538.

Reports subsidiaries related, it involves autonomous in ex-
ecutive or its members.[1]

Some times one day in a week only personnel workers have their interested in the possibility of working from home because in their area. This time has worked well for some, and the reporting is particular part be regulated. Why is the choice to focus in service, not has one motivated working with the service also focus. If the individual gps are of working be-
cause the manager, consultant, or supervisor, can focus pos in a good responsibilities. If the gps not for working out a family, or driving reason. There is a good chance who has may good feelings toward the service. If who has been not for ex-
cept money not for not motivated country, certain should be time that the feel not independently aim on individual supervisor about service time and supervisation.

Some organization or workforces by workforces would help with study public monitoring, INDUSTRIES seeking initiative. This is usually forthcoming from the highers ranking officials, and attitudes have been initiated by General Elsewhere, General Economic Taylor, Federal Study, and others of similar critics. When you ask to see on lower levels, their opinions are already influenced by their feelings toward upper ranking officials and by assumptions that have found from them. In call in by the actual performance of people with who they have been associated. They can be still positional opinions which in the week ratio.

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[1]Harold Koontz and Cyril J. Gordner, Essen Principles (New York: McGraw, Henry & Holt, Inc., 1964), p. 52.

If they accept them at all, they do so only when women fill different positions from men and are not placed in supervisory positions over men. A military man who, at some time during his military career, has lost out on a promotion or desirable job to a service woman has suffered a blow to his pride, and rather than accept that a woman was better qualified than he, this man will probably rationalize that she got the job because of her sex, or through use of her sex. In time, he will probably believe this, and have a low opinion of women in the services. He may have been repulsed in personal advances, and become prejudiced against servicewomen. Or, he may have known one who really was an ineffective worker or did not maintain as high moral standards as he felt she should. "Personal contacts may influence prejudice in various ways, depending upon the nature of the individual with whom one happens to be associated."[1] Before asking a serviceman to express a public opinion about women in the services, it should be ascertained in private what that opinion is.

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[1]Wayland F. Vaughan, Social Psychology (New York: The Odyssey Press, 1948), p. 704.

It has sought them at all, but in an duty that seems [illegible] difference positions from that and not that placed in superiority positions over men. A military man who, if even then could [illegible] military science, has had not in a position or territory in a service which has entrusted a duty to his order, and rather than accept that a woman was larger qualified than he, that she will medically qualified than one in the job because of her sex, or through use of her sex. It then he will probably be [illegible] that, and have a [illegible] of [illegible] in the service. It may have been [illegible] to personal [illegible], but [illegible] professional equals [illegible]. Or, he may have been not [illegible] medically was [illegible] worker or [illegible] [illegible] [illegible]

TABLE A.4.--Talks by member on other subjects, with mention of DACOWITS or women in the services in the talk or introduction:

Audience type	(23) Civ Ldr	(8) Ed	(7) Univ	(5) Gov't	(6) Medical	(12) Misc	(61) Total
High schools	2	1	3	1	3	2	12
Colleges	4	..	2	1	3	2	12
Nursing groups	3	1	..	..	4	2	10
Dietitians	..	..	..	..	2	..	2
Occ.therapists	..	..	..	..	2	..	2
Physical therapists	..	1	..	..	..	..	1
Professional groups	5	5	5	2	2	6	25
Men's civic groups	4	2	1	2	1	4	14
Women's civic groups	13	4	3	4	2	6	32
Military groups	1	1	..	..	..	2	4
Television	5	2	2	..	2	4	15
Radio	3	1	3	..	1	4	12
Other	..	1	..	..	..	2	3
							144

TABLE A.4. (combined form)

Schools	6	1	5	2	6	4	24
Medical groups	3	2	..	..	8	2	15
Organizations	22	11	9	8	5	16	71
Media	8	3	5	..	3	8	27

In order for any message to be effective, it must first be received and accepted by the audience. This is complicated by the

TABLE 4.1.--Data by number on course activities, with numbers of activities by season in the overview in the week or introduction:

Activity type	(a) Our lab	(b) The whole class	(c) Sort's reading	(d) Reading lab	(e) Other	(f) Total
Edit sonnet	8	1	3	3	7	22
Collage	4	..	2	1	3	10
Reading group	3	1	..	..	6	10
Interview	..	..	..	2	..	2
Co-reading	..	..	..	3	..	3
Physical elements	..	1	..	..	..	1
Structural group	3	3	2	2	2	12
Boy's style poems	4	2	4	1	4	14
Woman's style group	13	3	4	2	7	32
Mystery group	1	3	..	..	2	4
Twinkle-time	4	2	..	2	4	12
Media	2	2	.	1	4	10
Other	..	1	..	..	2	3
TOTAL						

TABLE 4.1. (continued from)

Schools	6	1	5	2	4	18
Medical group	1	2	..	..	2	5
Organizations	20	11	2	0	5	38
Media	6	3	2	..	1	12

In order for the message to be effective, it must first be received and accepted by the audience. This is complicated by the

fact that people do not pay attention to messages about subjects in which they have no interest, or toward which they are prejudiced. People tend not to expose themselves to communication which conflicts with their own predispositions.[1] At talks on other subjects members will have many in the audience who would not listen to talks on the subject of women in the armed forces. By mentioning either the Committee or women in the services in the text of their talk, or by having it included in their introduction, since the audience is not expecting to be addressed on this subject their defenses are lowered against it and the idea may be accepted by some.

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[1]Elihu Katz and P. F. Lazarsfeld, Personal Influence (Glencoe, Ill.: The Free Press, 1955), p. 96.

Free time people do not use as a substitute to measure among subjects in which they have no interest, or towards which they are ambivalent. People tend not to engage themselves in communication which contradicts what their own predispositions.[1] At times as other subjects measure will have away in the instances who would not listen to action on the subject of which is the above forces. By emotionally evaluate the functions or value in the services in the test of their value, or by having it included in their introduction, since the minimum is not expecting to be addressed on this subject their behavior can improve because it and the idea may be accepted by them.

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[1] Milton Rokeach and F. T. Mahzarski, Personal Influence (Glencoe, Ill.: The Free Press, 1955), p. 30.

TABLE A.5.--DACOWITS films showed

Audience type	(23) Civ Ldr	(8) Ed	(7) Univ	(5) Gov't	(6) Medical	(12) Misc	(61) Total
High schools	4	6	..	1	..	1	12
Colleges	3	2	1	1	..	..	7
Nursing groups	3	2	1	1	..	..	7
Dietitians	1	..	..	..	..	..	1
Occ. therapists	1	..	..	..	..	..	1
Physical therapists	1	..	..	..	..	..	1
Professional groups	2	2	..	..	..	..	4
Men's civic groups	1	..	..	1	..	..	2
Women's civic groups	3	2	..	2	..	..	7
Military groups	2	..	..	..	..	..	2
Television	5	2	1	2	1	1	12
Other	..	2	..	..	..	2	4
							60

TABLE A.5. (combined form)

Schools	7	8	1	2	..	1	19
Medical groups	6	2	1	1	..	..	10
Organizations	6	4	..	3	..	..	13
Media	5	2	1	2	1	1	12

The questionnaire specifically excluded tabulation in this category of films that were shown in conjunction with some other activity, such as a program at a school or before an organization. Therefore,

TABLE A.5.--TWO-DIGIT FILES (CONT.)

Audience Size	(6) Lab	(8) Jr. Hon	(11) Gen's	(5) Medical	(11) Mixed	(24) Stud	(44) Total
Skin models	1	5	..	1	..	3	10
Oilfield	1	2	1	1	..	..	7
Mental hygiene	1	5	1	1	..	..	7
Dermatitis	1	..	..	..	..	..	1
Gen. Dermatitis	1	..	..	..	..	..	1
Hospital Dermatitis	1	..	..	..	..	..	1
Professional group	1	2	..	..	..	..	4
Men's civic group	1	..	..	1	..	..	2
Women's civic group	1	2	..	2	..	..	7
Military group	1	..	..	..	..	..	1
Totals	5	2	1	6	1	1	16
Other	..	2	..	..	..	2	4
							(20)

TABLE A.5. (Continued from)

Tobacco	7	2	1	2	..	1	13
Medical group	4	2	1	1	..	..	10
Orientation	1	4	..	3	..	..	12
Totals	5	2	1	2	1	1	16

The questionnaires specifically excluded respondents in their previous of films that were shown in conjunction with some other activity, with no 2 reported by a school or lecture by organization. Therefore,

this tabulation is not a reflection of the total use of DACOWITS films, but only of their use alone.

During the years covered by this survey the DACOWITS films available were: The Price of Liberty, a 10 minute black and white film history of women in the services, issued in 1954; Holiday for Quartet, a 15 minute color film about enlisted women in the four services, issued in 1961; and The Military Nurse, a 15 minute color film on nursing in the services, issued in 1962. The College Woman in the Armed Forces was not issued until late fall of 1963, so it is doubtful if it is reflected in the above totals. This would be part of the explanation why a larger number of films were showed to high school groups, since the film designed for them has been in circulation longer than the other specialized films. Of the 60 respondents, 37 were members after Holiday for Quartet was issued, 28 when The Military Nurse was released.

The Committee feels that the production of films about the work being performed by women in the services, and their showing to as many audiences as they can find for them, is a legitimate and proper function. The public has the right to know what is going on in their government, and the various segments of the government have the responsibility to keep them informed.[1] Some writers are not in agreement with this, in fact consider providing

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[1]Bernard Rubin, Public Relations and the Empire State (New Brunswick, N. J.: Rutgers University Press, 1958), p. 10.

this conjecture is not a prediction of the novel use of documentary films, but only of their non-sense.

Turning his gaze forward to this end-of-the-century film industry, Jean Baudrillard [illegible] in his article "The Trick of Simulation" [illegible] Baudrillard [illegible] in the narrative, issued in 1991: Building the Imaginary, a 35 minute color film about industrial design in the Ruhr region, issued in 1991; The Existing Dream, a 35 minute color film on housing in the suburbs, issued in 1991. The Culture Wagon in the Grand Prague was our issued until late fall of 1991, so it is doubtful it is in circulation in the above films. This would be part of the rationalization why a larger number of films were showed in this second course, after the film conferred for them had been in circulation longer than the other experimental films, for the 20 minutes, if more medium other Building for Growth was issued, if then The Existing Dream was released.

The Conclusion finds that the production of film about the work being performed by women in the archives, and their ability to so many audiences do what non film for them, is a beginning and proper function. The public has the right to know what is going on in their governments, and the various segments of the government have the responsibility to keep them informed.[1] Some critiques are not in agreement with this, in fact somewhere providing

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[1]Leonard Quart, Public Relations and the Moving Image (San Francisco, N. A.: Richard University Press, 1991), p. 10.

military films for civilian groups as "outrightly propagandistic."[1]

Films are a supplementary tool for use in providing information, designed to help create a favorable opinion. Some conclusions on the influence of films:

> 1. Some films may be effective to some degree in cementing or changing some attitudes...
>
> 2. Very probably, films will be least influential in affecting those attitudes that are most remote from the apparent purpose of the motion picture...
>
> 3. Films sometimes implant or strengthen attitudes opposite to those intended.
>
> 4. Noncommerical films can appreciably increase the informational level of the audience...
>
> 5. Films can shift attitudes. Whether they will and how long the attitudinal change will be maintained is unpredictable on the basis of present research.
>
> 6. Extreme claims, such as the idea that motion pictures are a potent device for achieving good will and peace in modern society, are unsupportable. The claim that the movies make sinners of many of us appears equally undocumented.[2]

Points 4 and 5 were unofficially confirmed for The College Woman in the Armed Forces by a questionnaire administered before and after showing the film to 18 members of Albion College Pan-Hellenic Council and to 30 members of Wayne State University Pan-Hellenic Council in 1964. Of those seeing the film, 18 knew or had known servicewomen and 30 had not. The first two questions

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[1]Fred J. Cook, The Warfare State (New York: The MacMillan Co., 1962), p. 94.

[2]Powell, p. 341.

concern information gained, the final question concerns change in attitude:

1. How would you rate your knowledge on opportunities available to college women in the armed forces:

	None	Almost None	Average	Very Good
Before:	14	19	13	2
After:	..	1	31	16

2. How would you compare the job opportunities for college graduates in the armed forces with those in civilian life?

	Not as Many	Equal	Superior
Before:	23	20	5
After:	9	31	8

3. Can you picture yourself as a military officer (in peacetime)

	Yes	No
Before:	16	32
After:	23	25[1]

TABLE B.1.--General articles about women in the services:

Media	(21) Civ Ldr	(8) Ed	(6) Univ	(5) Gov't	(6) Medical	(11) Misc	(57) Total
Daily paper	11	4	..	1	..	5	21
Sunday paper	7	3	..	1	..	4	15
Prof. periodical	4	2	1	..	2	1	10
Org. periodical	8	2	2	1	1	4	18
Gen. Circulation mag.	1	..	..	..	..	..	1
College bulletin etc.	3	..	..	1	3	1	8
Other (weekly, military)	1	1	..	..	..	..	2
							75

---

[1]Carleen R. Hess, "The Woman Officer Procurement Program of the U. S. Navy" (unpublished Master's thesis, School of Public Communication, Boston University, 1964)

[illegible] information [illegible], the [illegible] [illegible] [illegible] [illegible]

In addition:

1. How would you write your [illegible] or [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

2. For which [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

FIGURE B.2.--Articles about specific servicewomen:

Media	(21) Civ Ldr	(8) Ed	(6) Univ	(5) Gov't	(6) Medical	(11) Misc	(57) Total
Daily paper	8	1	..	..	1	3	13
Sunday paper	4	2	..	1	1	..	8
Prof. periodical	1	..	..	..	..	..	1
Org. periodical	3	..	1	..	..	1	5
Gen circulation mag.	1	..	..	..	..	..	1
College bulletin etc.	1	..	..	..	..	..	1
							29

TABLE B.3.--Article about member and DACOWITS

Daily paper	17	5	4	3	5	5	39
Sunday paper	8	3	..	1	1	4	17
Prof. periodical	2	4	..	..	1	2	9
Org. periodical	6	3	3	..	2	4	18
Gen. circulation mag.	1	..	..	..	..	..	1
College bulletin etc.	4	1	..	1	1	1	8
Other	2	..	1	1	..	..	4
							96

FIGURE [illegible]—Particulars about quality secondary[illegible]

Years	(1) [illegible]	(2) [illegible]	(3) [illegible]	(4) [illegible]	(5) [illegible]	(6) [illegible]	(7) [illegible]
Daily paper	8	4	..	..	4	2	18
Weekly paper	9	[illegible]	..	2	2	..	[illegible]
Grad. professional	3	..	..	..	..	..	3
Men. professional	3	..	2	..	..	2	9
Gen. circulation mag.	1	..	..	..	..	..	1
College bulletin etc.	2	..	..	..	..	..	2
	[illegible]						[illegible]

FIGURE [illegible]—Particulars about weekly and monthly

Daily paper	17	7	4	3	5	2	38
Weekly paper	8	1	..	2	1	4	17
Grad. professional	6	4	..	..	..	2	6
Men. professional	8	3	4	..	3	4	24
Gen. circulation mag.	4	..	..	..	..	..	4
College bulletin etc.	4	2	..	2	1	4	8
Total	8	..	4	2	..	..	[illegible]

TABLE B.4.--Articles about other subject which mention member's DACOWITS membership:

Media	(21) Civ Ldr	(8) Ed	(6) Univ	(5) Gov't	(6) Medical	(11) Misc	(57) Total
Daily paper	10	5	4	3	4	4	30
Sunday paper	2	..	1	2	1	3	9
Prof. periodical	1	1	1	1	2	3	9
Org. periodical	3	..	1	..	1	4	9
Gen. circulation mag.	1	1	1	..	..	2	5
College	1	1	2	..	..	..	4
Other	1	..	..	..	..	..	1
							67

The placement of articles in newspapers and magazines is dependent on what the editors think will interest their readers. The nature of their audiences place certain limits upon what they can use, and still retain their audience. If the editor does not feel the public is interested in reading about women in the services, the DACOWITS member will have to do a selling job. Her local influence with personnel on the paper will serve as an entre, but she must have an interesting idea or article to be used, or an interesting subject so that he will assign a reporter to cover it.

Newspapers are only one tool for informing the public about women in the services, but are important as a medium of sustained

TABLE 3.1.—Activities where young people and adults working together's [illegible]

Media	(1) Cr. Lit	(2) Ill. Bks	(3) Dev't	(4) Motion	(5) Mus. Educ	(6) Total
Daily paper	10	3	3	4	4	24
Weekly paper	2	..	2	2	2	8
Nat. periodical	4	2	2	2	2	8
Sch. periodical	3	..	..	2	4	5
Gen. discussion mag.	1	3	..	..	2	3
Dailies	1	2	..	..	..	1
Other	1	..	..	..	..	1

The placement of articles in newspapers and magazines is dependent on what the editors think will interest their readers. The makers of their audiences place certain limits upon what they can use, and still retain their readers. If the editor does not feel the public is interested in reading about young in the activities, the individual member will have to or a reading job. The local influence with personnel on the paper will serve as an entry, but she must have an interesting idea or article to be used, or an interesting angle to what he will receive a [illegible] to cover it.

Management not only can look for interesting the public about young in the activities, but are important as a matter of [illegible]

interest and information. Justice Felix Frankfurter once said:

> The unconscious, and therefore, uncritical absorption of print is much more powerful than any skeptical alertness which most readers bring to print. To an extent far beyond the public's own realization, public opinion is shaped by the kind, the volume, and the quality of the news columns.

Emery and Smith remind us

> The power of the press is not in its persuasion by opinion, but in its dissemination of information and its arousal of interest in important issues hitherto submerged in public apathy.[1]

The other side of the coin is that few people read the entire paper, and an article on the subject of women in the services, which is "submerged in public apathy," requires imagination in presentation to attract attention.

Although news releases about each member's connection with DACOWITS are sent by the Department of Defense to the news services and the local papers concerned, these do not stand a good chance of being used. In studies made at the University of Wisconsin on newspapers' use of general publicity releases, it was found that of approximately 300 releases received in a five-day period by a typical morning newspaper, 242 were rejected; of 339 received in the same period by evening newspaper, 218 were rejected.[2]

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[1]Scott M. Cutlip and Allen H. Center, Effective Public Relations (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1958), p. 249.

[2]Ibid., p. 252-53.

One member who is the city editor of a newspaper wrote that her most effective method of communicating information on the work of women in the services was by writing stories on particular servicewomen, which were often picked up by the wire services. Whether or not these items would be used by other newspapers would depend on the predispositions and prejudices of the wire editors, who serve as gatekeepers.[1] This member's familiarity with the newspaper business enables her to see stories, or angles that will make stories, where personnel not experienced in the media would not.

DACOWITS has also had columnists as members, and they include information about the committee and servicewomen at varying times, when appropriate. One member, a reporter for the Christian Science Monitor, was jointly sponsored by her paper and the Department of Defense on a tour of military installations in Europe. The series of articles, "The Miss Behind the Missile," ran every Friday for 17 weeks during 1960. These were all written from the human interest angle, and most of them had accompanying photographs. These articles had wide reader appeal.

Articles appearing in professional or organizational periodicals have limited readership, but small, specialized

---

[1]David M. White, "The Gatekeeper: A Case Study in the Selection and Rejection of News," Journalism Quarterly (Fall, 1950), pp. 383-90.

Has another [illegible] in the [illegible] of a [illegible] which has [illegible] [illegible] [illegible]

magazines may have considerable influence with their readers.[1] An article in the American Journal of Nursing, for example, will reach nearly all registered nurses in the United States. The Committee has had good cooperation from this periodical, in using articles and in reviewing appropriate DACOWITS publications and films.

Members are encouraged to include their membership on DACOWITS in their official biographies, in Who's Who listings, and in articles about them. One former member who did not indicate on her questionnaire that word of her Committee membership had ever appeared in print may be unaware that it is mentioned in a biography of her former husband: "She participated eventually in many civic endeavors, ranging from the Defense Advisory Committee on Women in the Services to the Garden Club of America...."[2] In an article in a national women's magazine about a well known comedian, the information about his wife did not include her Committee membership, but did mention twice that she was an ex-WAC captain, thereby lending her prestige to the idea of women in the services.[3]

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[1]Carl I. Hovland, "Effects of the Mass Media on Communication," Handbook of Social Psychology, ed. G. Lindzey (Boston: Addison-Wesley, 1954), II, p. 1065.

[2]Joe Alex Morris, Nelson Rockefeller, A Biography (New York: Harper & Sons., 1960), p. 97.

[3]Gerold Frank "Milton Berle," McCall's (March, 1964) p. 96.

[illegible] [illegible] [illegible] [

TABLE C.--Visits of members as representative of DACOWITS:

Place	(22) Civ Ldr	(8) Ed	(5) Univ	(4) Gov't	(6) Medical	(11) Misc	(56) Total
Military installation	17	8	3	3	6	9	46
High schools	8	3	1	1	2	3	18
Colleges	10	6	3	2	..	3	24
Nursing schools	11	3	..	1	1	2	18
Occ. Therapy schools	3	1	..	..	..	..	4
Phys. Therapy schools	3	..	..	1	..	..	4
Dietetics schools	5	..	..	..	..	..	5
Hospitals	9	1	1	1	2	2	16
Radio/TV stations	18	6	3	2	3	5	37
Newspaper offices	18	5	1	3	3	6	36
Organization offices	10	1	1	1	1	2	16
							224

TABLE C. (combined form)

Schools	18	9	4	3	2	6	42
Hospitals and health-connected schools	31	5	1	3	3	4	47
Media offices	36	11	4	5	6	11	73
Organization offices	10	1	1	1	1	2	16

Excluding military installations, since this study is not concerned with influencing the internal public, the only places visited by more than half of the respondents were newspaper offices and radio and television stations. In part this would indicate their use of personal contacts to place information about women

TABLE 5.--Table of matrices on representative or [illegible].

Place	(1) Div. Lib.	(2) Ed. Vol.	(3) Ed. Sci.	(4) Medical	(5) Mus.	(6) Total
Military formulations	27	7	3	3	1	44
High schools	8	3	1	1	2	15
Colleges	34	2	3	2	3	44
Nursing schools	22	3	..	1	1	28
Gov. Energy schools	1	1	..	..	..	4
Priv. Energy schools	3	..	..	1	..	4
Elementary schools	7	..	..	..	..	3
Geologists	9	1	1	1	2	14
Univ./Gov. societies	18	1	3	3	3	27
Geologist offices	18	2	1	3	2	26
Organizations offices	16	1	2	1	2	22

TABLE 6. (Continued from)

Schools	34	9	4	3	2	52
Geologists and textile-connected schools	12	3	2	3	3	23
Media offices	36	12	4	3	6	72
Organizations offices	14	3	1	3	2	22

Including military formulations, since this study is not concerned with determining the internal politics, the only places related to more than half of the respondents were universities and radio and television stations. In such this would indicate that only one of personnel possible to place information about events

in the services with the mass media.

TABLE D.--Conventions:

Arrangements made	(20) Civ Ldr	(7) Ed	(7) Univ	(5) Gov't	(6) Medical	(9) Misc	(54) Total
Display of materials	16	5	3	3	2	6	35
Helped man display	7	2	1	1	1	..	12
Military at meetings	16	6	6	2	3	8	41
Military at social functions	13	4	3	2	6	5	33
Info in program	7	4	4	..	3	3	21
Attended for DACOWITS	12	4	1	2	2	1	22
							164

These figures must be studied cautiously. After receiving the questionnaires it became apparent that there was a very wide interpretation among respondents as to the meaning of the word "convention". This shows up more in the report of frequency than in the number of persons using the method. For example, one respondent known to the author indicated that she arranged for military personnel to attend meetings 10 times, and arranged for them to attend social functions connected with conventions 6 times. This woman, a civic leader, lives in a sparsely settled state, and was only a moderately active member. It appears she interpreted the term broadly. Another member used the term "dozens" to indicate frequency of those two items. These figures do not appear as faithful as those in other sections. If accurate, they represent

to his [illegible] with his [illegible] [illegible].

TABLE 3.—[illegible].

Information unit	(1) [illegible]	(2) [illegible]	(3) [illegible]	(4) [illegible]	(5) [illegible]	(6) [illegible]	(7) [illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

an overall wide use of conventions as vehicles for conveying information to the public.

TABLE E.--Miscellaneous

Activity	(23) Civ Ldr	(7) Ed	(7) Univ	(5) Gov't	(6) Medical	(12) Misc	(60) Total
Hostess social acty, mil. & civilian	17	6	4	4	5	4	40
Mil. your guests at social function	19	7	5	4	5	7	47
Hostess dinner for mil. & civilian	10	2	1	1	3	4	21
Mil. your guest at dinner, civ. present	8	7	3	1	3	4	26
Mil. your guest theatre, opera, etc.	8	3	..	..	1	..	12
Mil. your guest at organization meetings	12	6	3	3	3	4	31
You lunch/dinner guest as Committee rep.	16	6	1	4	4	10	41
Proclamation by governor special day or week	10	1	..	2	1	2	16
Mil. women in parade at your suggestion	14	3	..	2	2	4	25
You in reviewing stand	14	6	2	2	2	6	32
Store window display	12	3	..	2	2	4	23
Fashion show of women uniforms	8	..	1	..	3	1	13
Talked with mil re problems of mil. women	15	4	4	3	2	8	36
							363

In General with use of recommendations on reducing the overnight

information to the [illegible]

Block 6. Identifiers

Activity	(6a) Use of Map	(7) Map Info's	(8) Map's Reading	(9) Reading Ease	(10) Total Score
Express social envy, sd. A [illegible]	10	4	4	5	4	40
Sd. your points at model/[illegible]	10	7	5	5	7	47
Explain dinner for sd. A [illegible]	10	8	4	4	4	34
Sd. your guest in dinner, etc. reviews	4	7	4	1	4	20
Sd. your social situation, speak well	6	3	--	1	--	10
Sd. your guest a relation to addition to	6	4	3	4	4	21
The day/dinner guest on dissatisfied [illegible]	10	7	4	4	10	41
Explanation of problem already day or week	10	3	--	6	3	8	30
Sd. woman in [illegible] at your [illegible]	10	3	--	6	3	4	26
The is [illegible] about	10	6	3	8	6	3	36
Make [illegible] display	10	3	--	8	--	4	25
Explain close of [illegible] relative	6	--	3	--	3	3	15
Tell you sd. in [illegible] lack of sd. [illegible]	10	4	4	4	6	6	34

These social and semi-social activities were obviously popular with DACOWITS members, with 6 of them being used by more than half of the respondents. As one member wrote on her questionnaire: "The community and the individual DACOWITS member's personality and contacts make a great deal of difference in the approach--and in the results." Another member felt that "it was at the luncheons where there was an opportunity for questions and answers that most people acquired most of their knowledge."

V. EFFECTIVENESS OF COMMUNICATIONS METHODS

Accurately assessing the effectiveness of communications methods used by members of the Defense Advisory Committee on Women in the Services cannot be accomplished as there have been no control groups established, no controlled studies made. However, the members were asked in Section II of the questionnaire to give their opinions of what methods had been most effective for them. The information in this chapter is based on their own evaluations of their communication effectiveness.

TABLE A.--Methods considered most effective by members: (Respondents were requested to list 5 methods, in descending order of effectiveness. Some listed fewer than 5. This was an open ended question, but the replies can be loosely categorized as follows)

Method		(14) Civ Ldr	(6) Ed	(5) Univ	(4) Gov't	(3) Medical	(8) Misc	(40) Total
Speeches to groups by members:	1st	4	1	..	1	2	..	8
	2nd	1	1	1	..	1	1	5
	3rd	3	..	..	..	..	..	3
	4th	..	..	..	1	..	1	2
	5th	1	..	..	..	..	..	1
	Total	9	2	1	2	3	2	19

TABLE A.--Continued.

Method		(14) Civ Ldr	(6) Ed	(5) Univ	(4) Gov't	(3) Medical	(8) Misc	(40) Total
Servicewomen at social functions:	1st	3	1	..	..	..	3	7
	2nd	..	..	..	1	..	..	1
	3rd	3	1	..	..	1	1	6
	4th	2	1	1	..	..	..	4
	5th	1	..	..	..	..	..	1
	Total	9	3	1	1	1	4	19
Articles in magazines and papers:	1st	..	1	..	..	1	..	2
	2nd	1	1	..	..	1	..	3
	3rd	3	1	..	1	..	1	6
	4th	1	1	..	..	..	..	2
	5th	2	1	1	..	..	1	5
	Total	7	5	1	1	2	2	18
Face to face contacts	1st	2	..	1	2	..	1	6
	2nd	1	..	..	..	..	1	2
	3rd	..	..	1	..	..	1	2
	4th	2	1	..	..	..	..	3
	5th	..	..	1	..	..	..	1
	Total	5	1	3	2	..	3	14

TABLE A.--Continued.

Method		(14) Civ Ldr	(6) Ed	(5) Univ	(4) Gov't	(3) Medical	(8) Misc	(40) Total
Member on radio/TV								
	1st	1	..	1	..	..	..	2
	2nd	1	..	..	..	..	..	1
	3rd	..	..	..	1	1	1	3
	4th	1	..	1	..	..	2	4
	5th	..	1	1	1	..	..	3
	Total	3	1	3	2	1	3	13
Getting servicewomen on club programs:	1st	1	2	1	..	..	..	4
	2nd	1	1	..	..	..	..	2
	3rd	1	1	..	..	..	..	2
	4th	..	..	..	1	1	1	3
	5th	..	..	..	..	..	..	..
	Total	3	4	1	1	1	1	11
DACOWITS films								
	1st	..	..	..	..	..	..	..
	2nd	1	..	..	1	..	1	3
	3rd	..	2	1	..	..	..	3
	4th	1	..	..	..	..	1	2
	5th	1	..	..	..	..	..	1
	Total	3	2	1	1	..	2	9

TABLE A.--Continued.

Method		(14) Civ Ldr	(6) Ed	(5) Univ	(4) Gov't	(3) Medical	(8) Misc	(40) Total
Servicewomen on radio/TV	1st	1	..	..	..	..	..	1
	2nd	..	1	1	..	..	..	2
	3rd	..	..	1	..	..	..	1
	4th	1	..	..	..	..	1	2
	5th	..	..	..	..	..	2	2
	Total	2	1	2	..	..	3	8
College visits:	1st	..	..	..	..	..	..	..
	2nd	..	..	3	..	..	..	3
	3rd	..	..	..	..	..	..	..
	4th	..	..	..	..	..	..	..
	5th	..	..	..	..	1	1	2
	Total	..	..	3	..	1	1	5
High School visits:	1st	..	..	..	..	..	..	..
	2nd	2	1	..	..	..	..	3
	3rd	..	..	..	..	..	..	..
	4th	..	..	..	..	..	..	..
	5th	..	1	..	..	..	..	1
	Total	2	2	..	..	..	..	4

[illegible]

TABLE A.--Continued.

Method		(14) Civ Ldr	(6) Bu	(5) Univ	(4) Gov't	(3) Medical	(8) Misc	(40) Total
Exhibits:								
	1st	..	..	..	..	..	..	..
	2nd	1	..	..	..	..	..	1
	3rd	..	..	..	..	..	..	..
	4th	..	1	1	..	..	..	2
	5th	1	..	..	..	..	..	1
	Total	2	1	1	..	..	..	4
Fashion Shows:								
	1st	..	..	..	..	..	..	..
	2nd	..	..	..	..	..	1	1
	3rd	..	..	..	..	..	..	..
	4th	2	..	..	..	..	..	2
	5th	..	..	..	1	..	..	1
	Total	2	..	..	1	..	1	4
Speeches other subjects, mention servicewomen:								
	1st	..	..	..	..	..	1	1
	2nd	..	..	..	..	..	..	..
	3rd	..	..	1	..	..	..	2
	4th	..	..	..	..	..	..	..
	5th	..	1	..	..	..	..	1
	Total	1	1	1	..	..	1	4

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]							
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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TABLE A.--Continued.

Method		(14) Civ Ldr	(6) Ed	(5) Univ	(4) Gov't	(3) Medical	(8) Misc	(40) Total
Talks to military groups and/or attending military functions:	1st	..	..	..	..	..	..	..
	2nd	2	..	..	..	..	1	3
	3rd	..	..	..	..	..	..	..
	4th	1	..	..	..	..	..	1
	5th	..	..	..	..	..	..	..
	Total	3	..	..	..	..	1	4

Letters to various influentials: received a 2nd and a 4th place vote by Civ Ldr, a 3rd by Gov't, for a total of 3 votes.

Panel presentations: received a 1st place vote by Ed, Univ, and Gov't for a total of 3 votes.

Having servicewomen at official functions received one 1st place (Misc) and one 2nd place (Gov't) for a total of 2 votes.

The following each received one 1st place vote, no others:

1. Publicity about individual servicewomen (Misc).

2. Visit of nurses to an Air Force base where an Operation Alert was staged. Well covered by local news media, film made by television station and presented to member for future use. (Civ Ldr).

3. "Tribute to Nurses" program, no further explanation given. (Univ).

4. Pictures of member with visiting servicewomen for use in local press (Misc).

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5. Study to encourage civilian nursing schools to grant credit to hospital corpsmen for their service training and experience. (Civ Ldr).

One 2nd place vote was given to a special Women in the Services week, where representatives of all services toured the state, had many speaking and social engagements, and mass media coverage. Week was partly sponsored by a civic organization. (Civ Ldr. Note: this was some civic leader who arranged for nurses to participate in Operation Alert, to which she gave her first place vote.)

One 3rd place vote went for a special three-day program on women in uniform (Civ Ldr).

One 3rd place vote went for having servicewomen on the reviewing stand at parades (Misc).

One 5th place vote was for distribution of printed materials (Civ Ldr).

Although 63 members filled out some sections of the questionnaire, only 40 attempted to answer this section assessing their methods. No method received a majority of votes. "Speeches to groups by members" received 8 first place and 5 second place votes, with a total vote of 19. The first and second place votes were approximately evenly divided between civic leaders and professional women. Five of the 14 civic leaders gave this either first or second place, and 8 of the 26 professional women. "Servicewomen at social functions" also received a total vote of 19, but fewer of

the votes were for first and second places, with 7 first and 1 second. "Articles in magazines and newspapers" had a total vote of 18, but a majority of the votes were for third and fifth places. "Face to face contacts" had a total of only 14, but the majority of the votes were for first or second place. "Getting servicewomen on club program" with a total vote of only 11 had 6 votes for first and second places. No other methods received more than 5 combined first and second place votes.

TABLE B.--Response to methods (feedback)

Type	(19) Civ Ldr	(7) Ed	(6) Univ	(4) Gov't	(6) Medical	(6) Misc	(48) Total
Program requested from someone who saw one	15	6	..	3	4	5	33
Program requested from someone who heard about one you presented	11	5	..	3	1	4	24
Letters, result of program you presented	10	5	1	..	2	2	20
Letters, result radio/TV program	8	4	3	..	..	2	17
Telephone call, result program presented	14	4	..	2	3	2	25
Calls from radio/TV show	11	5	..	2	3	3	24
Calls, result of printed materials	5	3	..	1	2	..	11
Face-to-face comments on program	12	5	3	2	5	4	31
Comments, radio/TV show	10	5	3	2	2	2	24
Comments, result of printed material	5	4	4	2	1	1	17
							226

TABLE B.--(combined form)

Type	(19) Civ Ldr	(7) Ed	(6) Univ	(4) Gov't	(6) Medical	(6) Misc	(48) Total
Programs	62	25	4	10	15	17	133
Radio/TV	29	14	6	4	5	7	65
Printed material	10	7	4	3	3	1	28
							226

Members received the greatest feedback on programs presented, due in part to the actual physical contact between the member and her audience. In view of the unseen audience aspect of the mass media, the feedback to this was good and in many cases opened the way for interpersonal contacts between the DACOWITS members and various opinion leaders. Few opinion leaders communicate new ideas to other members of the group merely because an idea is presented by the mass media; it is generally necessary that there be a more personal contact with someone who has prestige favoring the idea. If the DACOWITS member is from the same social and educational level as the opinion leader in question, she may be the determining influence. If she is more than two levels away from the opinion leader, it will probably be necessary for her to influence an intermediary. According to studies of both men and women, the individuals exerting influence on group opinion leaders are from the same stratum, or no more than one above. This may require that a member do face-to-face contacts with a number of lower level influentials in order for the desired results to work down to succeeding levels. Some members have

concentrated their efforts on school deans, on the theory that the dean would have better success than they in influencing the college students. In many cases the deans have reported that they worked through the women student leaders--members of Mortar Board, Associated Women Students, Pan Hellenic, etc.--to influence other students.

C. The final question of the questionnaire, another open-ended one, was designed to give the member a chance to reiterate what she felt was important, or to mention it for the first time if it had not appeared previously. As to whether or not the members felt that by their efforts they had been able to change anyone's opinion toward military service for women, 40 replied "yes", 14 "no", and the remainder did not answer either way. One member replied "no" but was placed in the "yes" category because her explanation made it obvious she felt she had effected changes in attitude; as she expressed it in part, "there was considerable less hostility and more interest after I had been on the Committee and did a lot of casual day in and day out talking about the women in the services."

Members were asked on what they based their answer. A number of the respondents based their replies on comments made to them by persons who, after hearing them or programs they presented, no longer had negative thoughts.

> 1. I think a number of men look more tolerantly on the subject of women in uniform.

2. You gave me an utterly different picture of women in the services.

3. A number of older and younger people have told me that my enthusiasm for and comments on military service for women had changed their opinion of it.

Some of the other reasons expressed by members for feeling they had accomplished an attitude change are quoted for information.

4. The efforts of many former DACOWITS members continue especially on the "person to person" basis and in the long term her influence may be more productive than during the three years on Committee.

5. I feel that many in certain circles had never been "exposed" to women in uniform and I was able to show servicewomen to these people and open a new vista of thought for them. A whole new world.

6. As an editor, I don't know what the results are. As a writer I keep in mind the highly favorable impressions made upon me during my term on the committee, also impressions gained of women in the services.

7. Also important is informing women in general that these career opportunities exist! Every little thing helps in this respect, and this is basic.

8. There is some evidence that (face to face approach to friends and acquaintances) made an impression, as I have had, and still have, friends refer to my membership on DACOWITS and ask me to tell about it at informal gatherings.

9. Her (WAC officer) presence and that of her successor did much to alter the subtle negativism of the community as she took her place naturally and graciously in the professional, social, and religious life of the community. Women in uniform are too isolated from civilian life for this change to come about naturally.

10. People are still inquiring about some of the girls that I entertained. Many minds were changed.

11. Some of our counselors hesitated to recommend a career in the services, but now they tell our students to consider such a career and use DACOWITS publications.

12. After a panel at summer conference of teachers, there was a tremendous response to the servicewomen and a great interest in the opportunities offered to women in the armed services. To many it opened something new.

13. Since my membership on DACOWITS, we have some interest on the part of our own students.

14. Being neither a writer nor a performer, and having no professional connections, I found that nothing could equal the person-to-person approach. The results were always wonderful--because of the servicewomen!!

15. I cannot point to actual recruitments as a result, but I do know that my interest in women in the services sparked a similar interest in others.

16. After speaking to the men's civic/service groups they allowed their daughters to at least talk with recruiters. After two of the TV programs 5 women's groups requested talks by me. Afterwards they were full of intelligent questions. They certainly upgraded their ideas on women in the services. My best response has been from the age group of people who had unpleasant or biased ideas based on service people in World War II.

Although the attitude change may have been slight, and only on the part of a few persons, apparently some members of DACOWITS have at least received the impression that they succeeded in some attitude change. Others not quite so sure of the effect of members on the public felt that committee membership had affected the members.

17. If only the members received the "indoctrination", i.e. the knowledge of how good and worthwhile the work done by women in the services, I still think that the committee would be worthwhile.

18. When I became a member of DACOWITS I was passively interested in the military service as a career for women. It was not long, however, before I became an enthusiastic convert.

19. I guess once a DACOWITS one can never give up working for women in the services

This affirmative report by 40 of the members, based in most cases on feedback, indicates that the use of opinion leaders by the Department of Defense is serving not only to inform the general public about women in the services but also to help counter negative attitudes toward them.

VI. CONCLUSIONS

The Defense Advisory Committee on Women in the Services has now been in existence over a decade, and has been performing the same general functions since 1954. Each member has had the assignment of informing the general public of the role of and need for women in the services. Each has approached it differently, depending on her own spheres of influence and her understanding of how the attitude of the public is influenced. Based on questionnaire returns, the two methods used most frequently and which the members gave the highest effectiveness ratings were: (1) members talking to groups about women in the services, and (2) members having servicewomen attend social functions where there were also civilians present.

The opinion leadership exercised by the Committee is a combination of vertical and horizontal leadership. The members represent varying levels in society, even though all are women with influence. The civic leader who serves on civic boards, holds trusteeships, and raises money for the symphony has quite different contacts from the woman who is guidance counselor in a metropolitan high school and holds offices in professional organizations, or the woman who is director of women's activities for a television station. This heterogeneity of membership

increases the levels of horizontal leadership. And horizontal leadership works not only on the same level, but on one and occasionally two levels above and below that of the opinion leader. On these levels the DACOWITS members seek out the cosmopolites, i.e., persons who pay attention to outside information on women in the services available to more people. Vertical leadership is inherent in the composition of the Committee. Those are members who are expected to be prestigeful figures who can transfer their prestige to military service as a career field for women.

The use of organizations to inform the public of the role of women in the services means that persons in the lower classes probably will not be reached, as they participate in few voluntary organizations.[1] The Committee depends on the mass media for reaching them, but as revealed in the 1955 Gallup Poll, discussed in Chapter III, persons in the lower classes have a more favorable opinion toward the military services as an occupation than do others. The major shortage of women applicants has been for officer commissions. Since a college degree is a prerequisite, most of the prospective officer applicants are from the middle, upper middle and lower upper classes, where there appears to be the least understanding of the assignments and responsibilities

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[1]Berelson and Steiner, p. 486.

of military officers. People in these classes do belong to organizations.

It has been suggested that an information saturation campaign would solve this problem of misunderstanding. Past experience does not support this. In 1947 several organizations conducted an extensive six-months mass communications campaign in Cincinnati, presenting information about the United Nations and world affairs. The various communications facilities of the city were used extensively during the period--newspapers, radio, pamphlets, signs, posters, speeches, and meetings. The National Opinion Research Center of the University of Chicago evaluated the campaign on a before-after basis. There was no significant influence on the public's knowledge, interest, opinions, or behavior concerning the United Nations or world affairs. For example, before the campaign 30 percent of the adults in Cincinnati apparently were unfamiliar with the main purpose of the United Nations, or even realized its concern with keeping the peace. After the campaign this figure was 28 percent--a gain of only 2 percent.[1] Similar results have been obtained in other campaigns. People pay attention to that information in which they are already interested, and which agrees with their previously formed opinion.

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[1]Charles R. Wright, Mass Communication (New York: Random House, 1959), p. 101-102.

The members who are least effective or put forth minimum effort in the assignment of influencing the public result in part from the selection procedures. The Assistant Secretary of Defense (Manpower) writes a letter to the Service Secretaries inviting them to submit nominations, but other than listing states from which nominations are desired, he does not provide guidelines for selecting nominees. The varying chains of command of the Service Secretaries and their wide dissemination of requests for nomination would make detailed advice impractical, but there could be a few guidelines in the letter. These might include such guidelines as:(1) members are expected to devote time and thought to the problems of women in the services, so nominations should be limited to those who will contribute; (2) nominations should not be used just as a reward for past services; and (3) a nominee should be a person who is influential in her own right, not just the wife or other relative of an influential person.

Selection procedures would be further improved if those making the final selections had more information on the nominees, to allow for fine discrimination. The information form presently used would be more helpful if it required the person making the nomination to express his opinion as to why the nominee would be a good member of DACOWITS.

With improved selection procedures this Committee should be even more effective. There should be fewer members who either

accept membership without fulfilling the responsibility it carries, or who resign for inability to fulfill that responsibility. Since most members interviewed agreed that the first year of membership is spent learning and setting up contacts, and it is only in the second and third years that they are really effective, a faster membership turnover brought about by resignations reduces the effectiveness of the Committee.

Women who are invited to serve on DACOWITS should know that they will be expected to devote thought and time to the problems facing the Committee, more than that consumed by the semi-annual meetings. The invitation to membership is signed by the Secretary of Defense, and his staff has instructed the Secretariat of DACOWITS (where the letter of invitation is prepared) that the letter shall not exceed one page in length. This naturally limits the amount of information, and some members receive varying impressions as to what all will be involved in committee membership. Some notice that the letter mentions "advising the Department of Defense" and "semi-annual meetings in Washington" and this, linked with the word "Advisory" in the name, leads them to the conclusion that most of the work of the Committee takes place during the semi-annual meetings. "Inform the general public of the role of women in the services" fails to register with some as involving additional time and effort. Some members who resigned from the Committee expressed privately that they could not devote sufficient time;

one resignee expressed it in writing:

> I had looked forward to working with the Committee and with you, but I simply do not have time to contribute what I should. I do think those who are asked to accept appointment should be given a full explanation of what is expected of committee members. Had I known how much time would be involved, I would never (have) accepted.

The Secretariat has produced a Fact Sheet about the Committee, which is given in quantity to members to use in explaining the Committee to the mass media, organizations, etc. This Fact Sheet could be enclosed with the Secretary's letter of invitation. The nominee would then have a better understanding on which to base her acceptance or rejection.

Attitude formation and change is not a one-time thing, but requires continued attention and care. Like a garden, you cannot simply plant the seed, ignore it, and expect an abundance of beautiful blooms. Each member can accomplish only a limited amount during her three year tour of duty, but the work she does, the contacts she makes, should not be lost. Each member, soon after her appointment to the Committee, should be given the names and addresses of all former members in her geographical area and, when applicable, her profession. She should be encouraged to get in touch with them and learn of their activities while on the Committee. Former members should be notified of a new member's appointment and requested to get in touch with her. In interviews with current and former members, they emphasized the need for personal contact of this type. They felt that all appropriate

former members should be notified, not just those recently retired from the Committee.

As seen in the returns on the questionnaires and in the files of the Secretariat, the primary audience of the programs and informational materials of the Committee has been women's groups. A group that has been almost completely neglected is that of children below the high school level. Although Committee members and military women alike agree that one of their major problems is to increase public knowledge of the role of women in the services, none of the Committee-produced literature has been geared to the young audience.

One member wrote to the leading figure of a television program designed for the pre-school child, recommending the inclusion of information about servicewomen in his program, but received no reply. There is no evidence of other attempts to reach children this young. On another level, a member wrote to the author of popular books for pre-teen girls, suggesting that she use a servicewoman as a heroine, but that author replied that she was no longer writing. The Committee once recommended the production of dolls or marionettes dressed like servicewomen, and a member obtained a tentative commitment from a firm to produce some for commercial sale, but this idea was not favorably received by the Office of Assistant Secretary of Defense (Public Affairs).

In view of the evidence that children begin forming their ideas, prejudices and stereotypes at an early age, the Committee

should take a more active interest in insuring that children have accurate information on which to form their opinions.

> By the time the child finishes high school, his basic orientation toward life and the world about him is fairly well fixed. His stereotypes have become more detailed, complex, and often more rigid. His behavior is less variable and more difficult to influence significantly. His attitudes have some consistency, and are based on substantial previous experience, whether selective perception or relatively unbiased learning from reality. He is well on the way to becoming either a democratically inclined, relatively rational, analytical, perceptive individual, or an authoritarian, conformist anti-internationalist, or a blend of these and other characteristics. The opinion of an individual at this age level may still be altered, but usually more effort is required to overcome his preconceived notions than at an earlier age.[1]

Children receive some information from their family and peer groups, but they can also be reached by the mass media. When considering the television medium for school age children, people tend to think first of the children's shows, but these are not the shows with the largest pre-teen audiences. According to a survey of Chicago school children of their favorite 1963 television programs, the majority of those listed were ones usually considered adult. The favorite television programs were:

Grades 2 and 3	Grades 4 through 6
1. Lucy Show	1. Beverly Hillbillies
2. Family Classics (movies)	2. Lucy Show
3. Combat	3. Dick Van Dyke Show
4. Beverly Hillbillies	4. Combat
5. Tim Bomba (adventure)	5. Family Classics
6. Three Stooges	6. Ben Casey
7. Red Skelton Show	7. Red Skelton Show
8. Jetsons	8. Bonanza
9. Gallant Men	9. Twilight Zone
10. Lassie	10. Dr. Kildare[2]

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[1]Alfred O. Hero, Americans in World Affairs (Boston: World Peace Foundations, 1959, p. 20.

[2]Paul A. Witty, et. al. "A Summary of Yearly Studies of Televiewing, 1949-1963," Elementary English, (Oct. 1963), p. 590.

As popular as the "Lucy Show" is with children, it may be that when "Lucy" and "Viv" refer to their days in the WAVES, or put on their Navy uniforms, they do more to implant the idea of women being in the services than could any of the children's programs. Also, over 50 percent of the children reported that they read books associated with television programs. If the Navy could get the writers of the "Lucy Show" to write books for children on Lucy's adventures with the Navy, it would help entrench the idea.

One point that must be considered by any persons preparing materials or speeches about women in the services is that this should not be emphasized as a lifetime career. In our society, girls are discouraged from taking an interest in any kind of work which might take precedence over the desire to have a family.[1] Since the services do not permit a woman to remain in service once she becomes a mother, depicting service career as a lifetime job would go against the ideal. Analyses of the mass media show that every single girl in the media world has a driving ambition to achieve a happy marriage. Her energies may be presently diverted by her career, but it is clear that when the right men comes along, she will happily quit her work and settle down.[2]

Social scientists agree that women are strongly influenced by men in their decisions, and this includes the careers they

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[1]Margaret Mead, "Introduction," American Women: The Changing Image, ed. Beverly Benner Cassara (Boston: Beacon Press, 1962), p. xii.

[2]Robert C. O'Hara, Media for the Millions (New York: Random House, 1961), p. 274.

consider. Dr. Sarah Gibson Blanding, President of Vassar College, wrote in a letter to the author dated June 9, 1964:

> It is certainly true that the attitudes of men frequently influence young women in their choice of career. Many young women--in line with Betty Friedan's Feminine Mystique--are reluctant to enter a career which in the eyes of men will make them seem to be unfeminine. Certainly it is important to try to modify the attitude of men towards women entering the armed services.

For several years there was a Committee recommendation that a booklet be designed for the male audience, but this was dropped when there was a budget cut. Several times during Washington meetings some members have mentioned the need to get fathers and boy friends in favor of women in the armed forces, but these suggestions did not receive Committee approval, usually because of budget limitations. More attention should be given to the male audience.

Influencing the attitudes of men will require more than just presenting programs about the role of servicewomen. Men may listen to women and accept their advice in socially-approved areas of women's influence such as fashion or marketing, but they do not consider women authorities in most areas, such as the defense of our country.

> Virtually no men go to women for advice on (world affairs) and women seldom have any opportunity of offering advice to them. The woman who can influence opinion on world affairs is therefore rare indeed, even among the more sophisticated reaches of most communities, an especially pertinent observation when

one considers that many world affairs projects attract primarily women rather than men as members.[1]

Not only do men go to men for their advice in most areas and accept their opinions in preference to women's, women also prefer men for their mentors. Consideration should be given not only to paying more attention to the male audience, but also to having the membership of the Committee composed of both men and women. This would add weight to the suggestions made by the Committee to the Department of Defense. There have been instances where the Committee has met with a notable lack of success in carrying out Function B of Department of Defense Directive 5120.14, to advise the Department. Since the major decisions in the Department are made almost completely by men, the proposals of the Committee might be better accepted if the Committee were composed in part of men. As an example, the Committee tried for years to have removed the legislative restrictions on the promotion of women to the higher ranks. The recommendation usually obtained approval from the Assistant Secretary of Defense (Manpower), but would lose with the group that prepared the personnel legislation for presentation to Congress. Finally, a DACOWITS member who was also on the Federal Employment Subcommittee of the President's Commission on the Status of Women presented the problem to that blue-ribbon commission. They studied the topic and recommended, directly to the Secretary of Defense, that the legislative restrictions be removed

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[1]Hero, Opinion Leaders, p. 41.

from the proposed personnel legislation then being prepared for submission to Congress. This was done. The necessity of going through another, outside body to accomplish a function specifically ascribed to the Committee would indicate a lack of direction, purpose, or true effectiveness on the part of DACOWITS.

In recent years the advisory function of the Committee has had decreased amounts of time devoted to it. This can be credited to several reasons: with the passing of time women have become more integrated into the armed forces; some of the recommendations made by DACOWITS have been acted on by the Department of Defense, removing them from the need for further consideration; and the services prefer to keep their problems within their own service. The Directors of the women in the services have shown great reluctance to have the members exercise their advisory function. They want the members to help with the general public, not to become involved in the internal workings of their services. The Directors appear to have ambivalent feelings--they do not want the members to involve themselves in what they consider internal affairs, but they do desire full membership assistance on problems which they deem of vital importance but which they have been unable to resolve within the areas of operation open to them.

This disinclination of the Directors to have members investigate and advise on internal areas is both discouraging and upsetting to the members, who feel that their advisory function is the one of primary importance. "There's a price to be paid

in using (advisory) committees. Their advice must be given earnest consideration or else the gesture will backfire. No one likes to serve as a show-window mannequin."[1] This thought has been expressed informally by members.

In line with their advisory function, some members have conducted studies expressly for the services, in areas of their particular expertise. The services have not always made use of these studies. In some cases the results of studies were forwarded to the services by the Secretariat, with no follow-up made to see what was done with them. Some studies were stopped in the Secretariat by a request from one or more services that the study not be disseminated. Occasionally members have put in a great deal of time and effort in one particular area, such as housing for bachelor personnel, but with inconclusive results, often due to lack of direction or coordination.

The curtailment of the Committee's advisory function is an area that needs much attention from the Department of Defense. It is currently justified by the wording of the Directive which states in part: "Advise the Assistant Secretary of Defense (Manpower) and the military departments, as requested, on matters relating to the women in the services." The parenthetical expression "as requested" is the brake on the advisory function. If high caliber members are to be retained on the Committee, The Secretariat and Directors should exercise great discretion and tact

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[1]Cutlip and Center, p. 103.

in discouraging the investigative and advisory function of the Committee. If this function is to be mitigated, it should be downgraded in importance in the wording of the Secretary's letter inviting nominees to become members. They should not be given the impression that the main purpose of the Committee is to advise the Department of Defense.

Now that over a decade has passed since the establishment of the Defense Advisory Committee on Women in the Services, it is time for the Committee to decide if it should continue in the same direction, or if changes are desirable. When Alice in Wonderland asked the Cheshire Cat which way she ought to go, the cat replied that it depended a great deal on where she wanted to get. Thus it is with an advisory committee.

At the time DACOWITS was organized, women had been an integral part of the armed forces only a few years, and were still working to be accepted and to achieve opportunities for full expression of their abilities. The Committee has helped, both within the armed forces and with the general public. With the passing of years women have become well integrated within the armed forces, and have few problems remaining that apply only to women. Additionally, servicewomen definitely prefer to be an integral part of the armed forces, not a separate corps or auxiliary. The mere existence of an advisory committee on women in the services helps both the public and the services to think of women as a separate component.

In view of the above points and the possibility of the armed forces becoming completely volunteer organizations--due to the study aimed at eventually eliminating the draft and to the increasing use of automation which should reduce the size of the services--the Committee should examine the possibility of expanding its scope to include all military personnel. Studies have shown that the public does not know the role of most personnel in the armed forces, still tend to think in terms of the man in the foxhole, instead of a person operating complex machinery, firing lethal weapons at unseen targets. The experience of the Committee in informing the general public of the role of women in the services could be most helpful in informing the public of the role of personnel in the services. If reorganized, however, the Committee should retain as a specific function their concern about women in the armed forces. As long as women are limited to no more than 2 percent of the total strength of the armed forces, truly fitting the definition of a minority, they will need a voice.

The existence of the Defense Advisory Committee on Women in the Services can perform a function not specifically assigned to them, but vital in our culture. They can keep the officials of the armed forces, particularly in areas affecting women, from becoming insulated from the true public. The health of a democratic society may be measured in terms of the quality of services rendered by citizens who act in "obedience to the unenforceable."[1]

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[1]Edward C. Lindeman, "The Volunteer," Leadership in Voluntary Enterprise, ed. Charles W. Merrifield (New York: Oceana Publications, 1961), p. 77.

[illegible]
[illegible]
[illegible]
[illegible] March 1964

APPENDIX A

QUESTIONNAIRE

Working for three years on the secretarial staff of the Defense Advisory Committee on Women in the Services (1960-63) I became most interested in the committee and its work. This year I am doing graduate work at Boston University School of Public Relations and Communications, under the Navy Post-graduate Education Program. For my master's thesis, I am making a study of DACOWITS. A copy of the finished thesis will be given to the Committee Secretariat.

The study will cover the decade beginning January 1954, when the committee was reorganized into its present form. Although much of the information on committee activities is available in the secretariat files in Washington, your help is needed in providing data on communications methods used by members to interpret to the general public the role of and need for women in the services.

I would appreciate it greatly if you would fill out the enclosed questionnaire and return it to me. I have included a self-addressed envelope. I realize that most members have not kept a record of every activity they did for DACOWITS, but my purposes will be served if you will give your best estimate. The information should be only for the periods between 1 January 1954 and 1 January 1964.

I am hopeful that my thesis will assist DACOWITS in planning its future activities and will add to the present very knowledge on the use of opinion leaders to influence attitudes and opinions. Your assistance in this undertaking is sincerely [illegible]

Sincerely yours

[illegible]
[illegible]

Enclosures:
[illegible]

OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE
WASHINGTON 25, D.C.

MANPOWER

9 March 1964

LCDR Alice V. Bradford, USN
59 St. Paul St., Apt. 3
Brookline, Mass. 02146

Dear Miss Bradford:

We are delighted with plans for your thesis. Since first learning of your intention to make a study on the Defense Advisory Committee on Women in the Services, we have been most interested in the approach you might take. Now that we have reviewed your prospectus, may we say it is an excellent piece of work. Clear, concise and logically developed, it is indicative of the usual thorough treatment you have given past projects, as evidenced by your work on the Secretariat staff. An analysis of the methods used in informing the general public on the service woman's role should be of great value to the Department of Defense in future utilization and policy direction of the Committee.

We wish you every success in the further pursuit of this project. If we can be of assistance in arranging interviews or supplying you with background information, please let us know.

Be assured that your project has our full endorsement.

Very sincerely,

Beatrice M. Truitt

BEATRICE M. TRUITT
Commander, USN
Executive Secretary to the Defense
Advisory Committee on Women in the Services

[illegible]

[illegible]

[illegible] chair or [illegible]

[illegible] talks and social while on [illegible]

1. Frequency of response
(Although some activities may fit more than one category each year as designated in one category only. For example if you went to a high school and gave a speech, this would be marked in h.s., but do not mark it again in v.v.)

1. Speaches In each blank, put total times you did this activity during your years of membership	high school groups	college groups	nursing groups	dietetic groups	soc. therapy groups	phys.therapy groups	professional groups (educational, etc.)	church/civic/service groups	women's civic/service groups	military groups	[illegible]
1. Talks by you on subject of [illegible] in the service											
2. Talks by [illegible], assumed by you											
3. Talks by you and [illegible] on same subject											
4. Talks by you on other subjects, with mention of [illegible] as [illegible] in the service in the [illegible] or introductions											
5. [illegible] [illegible] [illegible]											
6. [illegible]											

B. Articles
Enter total number of times in each blank

(for numbers 1 and 2, include only articles written by you, at your suggestion, or placed by you)	daily newspaper	Sunday newspaper	professional periodical	organizational periodical	general circulation magazine	college bulletin	other (specify)
1. general articles about women in the services							
2. articles about specific servicewomen							
3. articles about you and DACOWITS							
4. articles about other subjects which mention your DACOWITS membership							

C. Visits as a representative of DACOWITS (other than in connection with semi-annual DACOWITS meetings.) Indicate number of times for each item.

_____1. to military installations

_____2. to high schools

_____3. to colleges/universities

_____4. to schools of nursing

_____5. to schools of occupational therapy

_____6. to schools of physical therapy

_____7. to schools of dietetics

_____8. to hospitals

_____9. to radio/television stations

_____10. to newspaper offices

_____11. to organization offices

_____12. other (specify)

[illegible]

_____1. [illegible] of military [illegible]

_____2. [illegible] "[illegible]" military [illegible]

_____3. [illegible] for military personnel [illegible]

_____4. arranged for military personnel to attend [illegible] tea, [illegible] or [illegible] social functions of [illegible]

_____5. arranged for military information [illegible] [illegible] program bulletin, or other [illegible]

_____6. attended or a participant of [illegible]

E. Miscellaneous

_____1. hostess for coffee, tea, reception, luncheon, or similar social function where both military and civilian women are invited

_____2. military women your guests at a social function

_____3. hostess at a dinner for military and civilian [illegible]

_____4. military women your guests at a dinner where [illegible] are also civilians

_____5. military women your guests at the [illegible]

_____6. military women your guests at [illegible]

_____7. you guest at a luncheon/dinner, [illegible] or [illegible]

_____8. arranged for governor/mayor to [illegible] designating a woman in the service day

_____9. arranged for military women to participate in a [illegible] display

_____10. you all on reviewing stand during a parade

_____11. arranged for military display [illegible]

_____12. presented "fashion show" of [illegible]

_____13. taken with military officials [illegible] ministers of [illegible]

_____14. other [illegible]

II. Effectiveness of methods

A. List in descending order the methods that you consider were most effective for you. Include a minimum of five (5).

B. For each item indicate the approximate number of times you received this particular response to your methods.

_____1. request for a program, from someone who saw one you conducted or sponsored
_____2. request for a program, from someone who heard about one you conducted or sponsored
_____3. letters received as result of a program
_____4. letters resulting from radio/TV appearances
_____5. letters resulting from printed material
_____6. telephone calls resulting from programs presented
_____7. calls, resulting from radio/TV appearances
_____8. calls, resulting from printed material
_____9. face-to-face comments on a program, other than the usual "courtesy" comments received
_____10. comments on DACOWITS or servicewomen resulting from radio/TV appearances
_____11. comments on DACOWITS or servicewomen resulting from printed material
_____12. other (explain)

C. Can you say with any degree of assurance that anyone changed his/her opinion toward military service for women as a result of your efforts?_____. If yes, on what do you base your answer? (use back of page if necessary)

APPENDIX B

QUESTIONNAIRE POPULATION

X 1. Mrs. Floyd A. Abbott
Salt Lake City, Utah

X 2. Miss Bertha Adkins
Middleburg, Va.

X 3. Mrs. Francis M. Bain
Denver, Colorado

X 4. Mrs. Glenn Balch
Boise, Idaho

X 5. Mrs. Hazel K. Barger
Roanoke, Virginia

X 6. Mrs. Marcella Beatty
Washington, D. C.

X 7. Miss Dorothy Bell
Bradford, Mass.

8. Mrs. Milton Berle
Beverly Hills, Calif.

9. Mrs. A.J. Drexel Biddle
Gladwyne, Pennsylvania

X 10. Mrs. Betsy T. Blackwell
New York, New York

X 11. Miss Sarah G. Blanding
Poughkeepsie, New York

12. Mrs. Eva Bowring
Merriman, Nebraska

13. Mrs. Francis Boyer
Ardmore, Pennsylvania

X 14. Mrs. Dorothy V. N. Brooks
Arcadia, Michigan

X 15. Mrs. R. Max Brooks
Austin, Texas

X 16. Dr. Helen L. Bunge
Madison, Wisconsin

X 17. Mrs. Leslie G. Caldwell
Akron, Ohio

18. Miss Norma Carpenter
Lincoln, Nebraska

19. Miss Eliz. Clotworthy
Columbia, S. C.

20. Mrs. Allan E. Charles
San Francisco, Calif.

21. Miss Laurentine Collins
Detroit, Michigan

X 22. Mrs. William H. Corwith
South Hempstead, L.I., N.Y.

23. Mrs. Oliver Crowther
Portland, Oregon

24. Mrs. Wm. J. Denforth
Fort Worth, Texas

25. Mrs. Steve G. Davis
Washington, D. C.

X 26. Miss Joan E. Demus
Worthington, W. Va.

X 27. Mrs. Stephen Derby
Honolulu, Hawaii

X 28. Mrs. Ambrose Diehl
San Francisco, Calif.

X = returned questionnaire, or provided other information

APPENDIX B

QUESTIONNAIRE RESPONSES

1	1. Mrs. Joyce A. Adams Wall Lake Elem. Wall	2	16. Mrs. P. Jo Cooper Dunlap, Iowa
1	2. Mrs. Sandra Adkins Middlebury, Ind.	2	17. Mr. Allen L. Cross Bellevue, Washington
1	3. Mrs. Phyllis M. Cain Jenny, Indiana	2	18. Mrs. Linda C. Dalton Ames, Iowa
1	4. Mrs. Linda Grow Alton, Iowa		19. Mrs. Mary Elizabeth Albany, Indiana
2	5. Mrs. Janet A. Hulse Bowling, Virginia		20. Miss Ann C. Jimmerson Chicago, Ill.
2	6. Mrs. Donald Lewis Monticello, Ill.		21. Mrs. Alice M. Moody Mt Pleasant, Texas
2	7. Miss Sandra Mott Bedford, Ohio		22. Mrs. Elizabeth Ostrom Bennett, Colorado
	8. Mrs. Alice Pope Sandy Hills, Ohio	2	23. Mrs. Virginia M. Powell Saint Petersburg, Fla. 33[illegible]
	9. Mrs. A.C. Sewell Quick Kingsport, Tennessee		24. Mrs. Corine Sullivan Lucknow, Texas
2	10. Mrs. Irene C. Tomlinson Mt Ulah, New York		25. Mrs. M. E. Lewis Fort Worth, Texas
2	11. Miss Julia B. Wheeler Mechanicsville, New York		26. Mrs. Diane C. Crow Cambridge, Md. 2[illegible]
	12. Mrs. Ann Dawson Fairview, Kansas	2	27. Miss Mary A. Hess Cambridge, Md. 2[illegible]
	13. Mrs. Bonnie Joyce Adkins, Pennsylvania	2	28. Mrs. Jerene Jones Hamilton, Mexico
2	14. Mrs. Minnie T. M. Moore Dunlap, Oregon	2	29. Mrs. Laverne Olson Mt Pleasant, Texas

1 = Minimum qualifications, or greater than minimum requirements

2 = Minimum qualifications, or greater than minimum requirements

X 29. Miss Margaret Divver
Boston, Mass.

X 30. Mrs. George Dobranske
Boston, Mass.

X 31. Mrs. William C. Duffy
Sioux Falls, S. D.

32. Mrs. Richard Elmen
Little Rock, Ark.

X 33. Mrs. M. Fleishhacker, Jr.
San Francisco, Calif.

X 34. Mrs. David K. Ford
Cleveland, Ohio

X 35. Mrs. John T. Galey
Pittsburgh, Pa.

36. Dr. Zelma George
Cleveland, Ohio

X 37. Miss Lucy D. Germain
New York, New York

38. Miss Mary L. Gibbons
Miller Place, L.I., N.Y.

X 39. Miss Margaret Gilkey
Miami, Florida

X 40. Miss Fern W. Gleiser
Chicago, Illinois

X 41. Mrs. Juliet M. Gregory
Missoula, Montana

X 42. Mrs. Leonard Haas
Atlanta, Georgia

43. Miss Brynhild Haugland
Minot, North Dakota

X 44. Mrs. Ralph V. Hayenga
St. Paul, Minnesota

X 45. Mrs. John E. Hayes
Twin Falls, Idaho

X 46. Miss Margaret Hickey
St. Louis, Missouri

X 47. Dr. Beatrice A. Hicks
Bloomfield, New Jersey

X 48. Mrs. Philip B. Holmes
Amherst, New Hampshire

X 49. Mrs. Rush D. Holt
Washington, D. C.

X 50. Mrs. Ferne W. Horne
Pittsburgh, Pennsylvania

51. Mrs. John E. Hurley
New Orleans, La.

X 52. Miss Helen G. Irwin
Des Moines, Iowa

X 53. Miss Ebba Janson
Laconia, N. H.

X 54. Mrs. Maxey Jarman
Nashville, Tenn.

55. Mrs. R. Dean Johnson
Kansas City, Kansas

X 56. Dr. Helen Johnston
Des Moines, Iowa

X 57. Mrs. Raymond Kahmann
Boston, Mass.

X 58. Dr. Marion Kenworthy
New York, New York

X 59. Mrs. Howard Kingman
Los Angeles, Calif.

60. Mrs. Alvin Kirmse
Tucson, Arizona

61. Mrs. Vernon Knapp
Roswell, New Mexico

X 62. Mrs. Fredric Lattner
Des Moines, Iowa

X 63. Mrs. Bradner Lee, Jr.
Los Angeles, California

64. Mrs. Robert D. Leigh
Sacramento, Calif.

X 29. Miss Mercedes Rivera
Sanford, Fla.

X 30. Mrs. Sorrye Rosenwald
Denver, Colo.

X 31. Mrs. William C. Gretz
Shore Acres, L. I.

X 32. Mrs. Dorothy Thomas
Little Neck, L. I.

X 33. Mrs. R. Christopher, Jr.
San Francisco, Calif.

X 34. Mrs. Donald E. Frost
Pittsburgh, Penn.

X 35. Mrs. Fred T. Haig
Pittsburgh, Pa.

36. Mr. Leslie Hodge
Garrison, Md.

X 37. Miss Jane C. Gamble
New York, New York

38. Miss Mary E. Gibbons
Belle Haven, L.I., N.Y.

X 39. Miss Margaret Gilmer
Miami, Florida

X 40. Miss Ann V. Blaney
Gainesville, Florida

X 41. Mrs. Charles H. Brewer
Lexington, Kentucky

X 42. Mrs. Lawrence Bond
Atlanta, Georgia

43. Miss Marjorie Bonifant
Miami, Florida Beach

X 44. Mrs. Ralph T. Freeman
Mt. Airy, Philadelphia

X 45. Mrs. John H. Byrne
Twin Falls, Idaho

X 46. Miss Marjorie Conway
St. Louis, Missouri

X 47. Mrs. Ralph E. Ziegler
Bethlehem, Penn.

X 48. Mrs. Frank E. Gannett
Rochester, N.Y.

X 49. Mrs. Fredrick Gilman
Lawrence, L. I.

X 50. Mrs. Sorrye Rosenwald
Denver, Colo.

X 51. Mrs. Henry Dennen
Philadelphia, Penn.

X 52. Mrs. H. Chase Stone
Chevy Chase, Md.

X 53. Mrs. Ralph Ziegler
Bethlehem, Penn.

X 54. Mrs. Jean S. Murphy
Bay Ridge, L.I.

X 55. Miss Ruth D. Jordan
Sea Bright, N.J.

X 56. Miss Elsie Ferguson
Lawrence, L. I.

X 57. Mrs. Thomas Emmet
Bronxville, N.Y.

X 58. Mrs. Fredrick Gilman
Lawrence, L.I.

X 59. Mrs. Charles Ziegler
Bethlehem, Penn.

X 60. Mrs. Ralph Ziegler
Bethlehem, Penn.

X 61. Mrs. Robert Ziegler
Bethlehem, Penn.

X 62. Mrs. Jean S. Murphy
Bay Ridge, L.I.

X 63. Mrs. Robert H. Ziegler
Bethlehem, Penn.

X 65. Mrs. Robert M. Levison
San Francisco, Calif.

66. Mrs. Martin J. Lide, Jr.
Birmingham, Alabama

67. Mrs. Wallace Lomoe
Milwaukee, Wisconsin

68. Mrs. Katie Louchheim
Washington, D. C.

69. Mrs. Henrietta Loughran
Boulder, Colorado

70. Mrs. Alfred S. Lucas
Birmingham, Alabama

X 71. Mrs. Russell T. Lund
Minneapolis, Minn.

72. Miss Virginia Marmaduke
Chicago, Illinois

73. Mrs. L. D. McClatchey, Sr.
Lake Charles, La.

Out of U.S. 74. Mrs. R. Louise McManus
Falmouth, Mass.

X 75. Mrs. Stanley Marcus
Dallas, Texas

76. Mrs. Elizabeth Marshall
Chicago, Illinois

X 77. Mrs. Charles W. Mayo
Rochester, Minn.

X 78. Mrs. Loren D. Melton
Oklahoma City, Okla.

X 79. Miss Elaine Mobley
Reno, Nevada

80. Mrs. George A. Moore
Portland, Oregon

X 81. Mrs. Merlin M. Moore
Little Rock, Arkansas

82. Mrs. William S. Morgan
Norman, Oklahoma

83. Mrs. Florence K. Murray
Newport, R. I.

X 84. Mrs. John Wescott Myers
Beverly Hills, Calif.

85. Mrs. Ruth Cowan Nash
Harpers Ferry, W. Va.

X 86. Dr. Mildred E. Newton
Columbus, Ohio

X 87. Dr. Jeanne L. Noble
New York, New York

X 88. Miss Christine Oglevee
Jackson, Mississippi

89. Miss Rosemary Park
Barnard College, N. Y.

90. Mrs. Margaret Price
Washington, D. C.

X 91. Mrs. Donald A. Quarles
Washington, D. C.

X 92. Mrs. J. Oliver Ranson
Huntersville, N. C.

X 93. Mrs. James C. Ray
Shelbyville, Kentucky

94. Mrs. Benjamine F. Reeves
Louisville, Kentucky

95. Mrs. I. William Ricciuti
New Orleans, Louisiana

X 96. Mrs. Glenn C. Richards
Detroit, Michigan

X 97. Miss Josephine Ripley
Washington, D. C.

X 98. Mrs. Mary C. Rockefeller
New York, New York

X 99. Mrs. Mary G. Roebling
Trenton, N. J.

X 100. Miss Christine Sadler
Washington, D. C.

101. Mrs. Fred Sanborn
Great Falls, Montana

X 102. Miss Emilie G. Sargent
Detroit, Michigan

103. Mrs. August Satterlee
Minneapolis, Minn.

104. Mrs. Bruce Schaefer
Atlanta, Georgia

X 105. Miss Helen B. Schleman
West Lafayette, Ind.

106. Mrs. Wm. F. Schnitzler
Bethesda, Maryland

107. Mrs. Clare W. Shank
St. Louis, Mo.

X 108. Mrs. James G. Sheehan
Danville, Kentucky

X 109. Miss Celestine Sibley
Atlanta, Georgia

X 110. Mrs. Cloud Smith
Lincoln, Nebraska

X 111. Mrs. Drue Smith
Nashville, Tennessee

X 112. Dr. Cylvia A. Sorkin
St. Louis, Missouri

X 113. Dr. Alice Sowers
Norman, Oklahoma

X 114. Mrs. Robert L. Stearns
Denver, Colorado

X 115. Mrs. Owen S. Taylor, Sr.
Jackson, Miss.

X 116. Mrs. Herbert von Thaden
High Point, N. C.

117. Mrs. Webster Todd
Oldwick, N. J.

X 118. Dr. Neige Todhunter
University, Alabama

X 119. Mrs. Neal Tourtellotte
Seattle, Washington

120. Mrs. Lena E. Tugman
Cleveland, Ohio

X 121. Miss Eleanor Tyler
Boston, Mass.

X 122. Mrs. C. O. Vermilyea
Daytona Beach, Fla.

X 123. Mrs. Morris Unsell
Fort Smith, Arkansas

X 124. Miss Beatrice D. Wade
Chicago, Illinois

125. Miss Evelyn Walker
Birmingham, Alabama

126. Mrs. Gerald Whitaker
Berkeley, Calif.

X 127. Mrs. Theodore W. Wirths
Rockville, Maryland

X 128. Mrs. John E. Wise
Madison, Wisconsin

129. Dr. Catherine Worthingham
New York, New York

APPENDIX C

QUESTIONNAIRE RESULTS: FREQUENCY

TABLE A.1.--Talks by member on subject of women in the services. (numbers in parentheses indicate number of respondents)

Audience	(19) Civ Ldr	(6) Ed	(5) Univ	(5) Gov't	(5) Medical	(9) Misc	(49) Total
	9	4	2	2	1	2	20
High schools	53	16	6	6	10	12	103
	9	2	2	2	1	1	17
Colleges	36	7	30	6	3	10	92
	8	1	..	1	1	1	12
Nursing groups	27	2	..	3	3	1	36
	4	1	..	..	1	..	6
Dietitians	8	1	..	..	1	..	10
Occupational	3	1	..	..	1	..	5
Therapists	10	1	..	..	3	..	14
Physical therapists	3	..	..	..	..	..	3
	10	..	..	..	..	..	10
	5	..	1	2	3	5	16
Professional groups	41	..	10	9	7	13	80
	9	1	..	2	..	2	14
Men's civic groups	46	2	..	4	..	18	70
	16	5	2	4	2	4	33
Women's civic groups	84	23	15	26	2	49	199
	6	1	1	..	3	2	13
Military groups	13	4	5	..	8	7	37
	13	3	2	1	1	3	23
Television	63	5	4	2	5	16	95
	10	1	2	2	1	2	18
Radio	92	2	7	5	1	21	128

Notes: The first number in each line represents number of respondents, second line indicates number of times used.

TABLE A.2.--Talks by servicewomen, arranged by member

Audience	(19) Civ Ldr	(6) Ed	(5) Univ	(5) Gov't	(5) Medical	(9) Misc	(49) Total
High schools	4 16	5 20	.. ..	1 10	.. ..	.. ..	10 46
Colleges	6 25	3 4	7 59	2 7	1 6	1 2	20 103
Nursing groups	3 21	2 7	.. ..	1 4	1 10	.. ..	7 42
Dietitians	2 4	1 2	1 10	.. ..	1 6	.. ..	5 22
Occupational therapists	3 6	.. ..	.. ..	.. ..	.. ..	.. ..	3 6
Physical therapists	2 4	.. ..	1 10	.. ..	.. ..	.. ..	3 14
Professional groups	2 19	3 5	1 5	1 5	.. ..	1 1	8 35
Men's civic groups	4 16	1 1	.. ..	.. ..	.. ..	2 4	7 21
Women's civic groups	7 33	2 6	.. ..	1 5	1 1	3 10	14 55
Military groups	1 8	1 2	1 5	.. ..	1 3	.. ..	4 18
Television	11 35	2 4	.. ..	1 2	1 2	3 17	18 60
Radio	5 11	1 4	.. ..	1 4	.. ..	3 14	10 37

TABLE A.3.--Talks by members and servicewomen on same program

Audience	(19) Civ Ldr	(6) Ed	(5) Univ	(5) Gov't	(5) Medical	(9) Misc	(49) Total
	5	2	..	..	..	..	7
High schools	15	20	..	..	..	..	35
	5	2	2	1	..	1	11
Colleges	11	3	4	1	..	2	21
	6	..	..	..	1	..	7
Nursing groups	23	..	..	..	1	..	24
	2	..	..	..	..	..	2
Dietitians	2	..	..	..	..	..	2
	1	..	..	..	..	..	1
Occupational therapists	1	..	..	..	..	..	1
	1	..	..	..	..	..	1
Physical therapists	1	..	..	..	..	..	1
	4	1	..	1	..	..	6
Professional groups	17	1	..	2	..	..	20
	4	..	..	1	..	1	6
Men's civic groups	15	..	..	1	..	1	17
	7	2	..	4	1	2	16
Women's civic groups	24	5	..	16	2	6	53
	2	1	..	..	1	..	4
Military groups	31	1	..	..	1	..	33
	4	1	1	1	1	1	9
Television	20	3	1	1	8	1	34
	4	1	..	1	..	..	6
Radio	11	2	..	2	..	..	15

[illegible]

Subtopic	(1) [illegible]	(2) [illegible]	(3) [illegible]	(4) [illegible]	(5) [illegible]	(6) [illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TABLE A.4.--Talks by member on other subject with mention of DACOWITS or women in the services in the talk or introduction

Audiences	(19) Civ Ldr	(6) Ed	(5) Univ	(5) Gov't	(5) Medical	(9) Misc	(49) Total
	1	1	1	1	2	1	7
High schools	20	8	5	2	14	12	61
	3	..	1	1	2	1	8
Colleges	15	..	100	1	12	25	153
	2	..	..	..	3	1	6
Nursing groups	9	..	..	..	17	3	29
	..	..	..	..	2	..	2
Dietitians	..	..	..	..	13	..	13
	..	..	..	..	2	..	2
Occupational therapists	..	..	..	..	4	..	4
	..	1	..	..	..	..	1
Physical therapists	..	7	..	..	..	..	7
	3	4	3	2	2	4	18
Professional groups	13	60	19	13	9	31	145
	3	..	1	2	1	3	10
Men's civic groups	29	..	3	3	3	48	86
	10	2	2	4	2	5	25
Women's civic groups	227	11	11	24	6	113	392
	1	1	..	..	..	1	3
Military groups	7	2	..	..	..	3	12
	4	1	..	..	2	3	10
Television	25	3	..	..	2	24	54
	3	1	1	..	1	3	9
Radio	5	3	4	..	2	34	48

[illegible] 6.4.--Total [illegible] by students who [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

Activities	(1) [illegible]	(2) [illegible]	(3) [illegible]	(4) [illegible]	(5) [illegible]	(6) [illegible]	(7) [illegible]
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TABLE A.5.--DACOMITS films showed (not included in other listings)

Audience	(19) Civ Ldr	(6) Ed	(5) Univ	(5) Gov't	(5) Medical	(9) Misc	(49) Total
	4	4	..	1	..	1	10
High schools	30	10	..	3	..	13	56
	3	..	1	1	..	..	5
Colleges	7	..	1	1	..	..	9
	3	2	..	..	2	..	7
Nursing groups	11	4	..	..	3	..	18
	1	..	..	..	..	..	1
Dietitians	3	..	..	..	..	..	3
	1	..	..	..	..	..	1
Occupational therapists	2	..	..	..	..	..	2
	1	..	..	..	..	..	1
Physical therapists	3	..	..	..	..	..	3
	1	1	..	..	..	..	2
Professional groups	5	2	..	..	..	..	7
	1	..	..	1	..	..	2
Men's civic groups	3	..	..	1	..	..	4
	2	1	..	2	..	..	5
Women's civic groups	6	2	..	12	..	..	20
	2	..	..	..	..	..	2
Military groups	4	..	..	..	..	..	4
	5	1	1	2	1	..	10
Television	20	2	2	10	3	..	37

TABLE B.1.--General articles about women in the services

Placement	(19) Civ Ldr	(7) Ed	(5) Univ	(5) Gov't	(5) Medical	(9) Misc	(50) Total
	9	3	..	1	..	3	16
Daily paper	77	13	..	3	..	17	110
	5	3	..	1	..	4	13
Sunday paper	16	3	..	3	..	8	30
	4	2	1	..	1	1	9
Professional periodical	7	4	5	..	2	3	21
	7	2	2	1	..	4	16
Org. periodical	27	4	6	2	..	7	46
	1	..	..	..	..	..	1
Gen. circulation mag.	3	..	..	..	..	..	3
	3	..	..	1	2	1	7
College, etc.	15	..	..	2	2	2	21
	1	1	..	..	..	..	2
Other (weekly, mil.)	13	26	..	..	..	..	39

TABLE B.2.--Articles about specific servicewomen

	6	1	..	..	1	2	10
Daily paper	37	3	..	..	2	24	66
	2	1	..	1	1	..	5
Sunday paper	6	1	..	1	2	..	10
	1	..	..	..	..	..	1
Prof. periodical	2	..	..	..	..	..	2
	2	..	1	..	..	1	4
Org. periodical	6	..	2	..	..	1	9
	1	..	..	..	..	..	1
Gen. circulation mag.	4	..	..	..	..	..	4
	1	..	..	..	..	..	1
College, etc.	8	..	..	..	..	..	8

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TABLE B.3.--Articles about member and DACOWITS

Placement	(19) Civ Ldr	(7) Ed	(5) Univ	(5) Gov't	(5) Medical	(9) Misc	(50) Total
Daily paper	15 105	4 15	3 19	3 21	4 14	4 43	33 217
Sunday paper	6 14	2 2	.. ..	1 6	1 5	4 14	14 41
Prof. periodical	2 3	3 5	.. ..	.. ..	1 1	2 3	8 12
Org. periodical	5 11	2 3	2 4	.. ..	2 4	4 11	15 33
Gen. circulation mag.	1 5	.. ..	.. ..	.. ..	.. ..	.. ..	1 5
College	4 6	.. ..	.. ..	.. ..	1 1	1 1	6 8
Other	2 3	.. ..	1 2	1 2	.. ..	.. ..	4 7

TABLE B.4.--Articles about other subjects which mention member's DACOWITS membership

Daily paper	10 101	5 15	4 24	3 48	4 14	3 37	29 239
Sunday paper	2 15	.. ..	.. ..	2 11	1 5	2 16	7 47
Prof. periodical	1 11	1 1	.. ..	.. ..	1 3	2 13	5 28
Org. periodical	2 20	.. ...	.. ..	.. ..	.. ..	3 18	5 38
Gen. circulation mag.	1 9	1 2	.. ..	.. ..	.. ..	1 5	3 16
College	1 5	1 1	1 10	.. ..	.. ..	.. ..	3 16
Other	1 17	.. ..	.. ..	.. ..	.. ..	.. ..	1 17

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TABLE C.--Visits as a representative of DACOWITS

Place	(21) Civ Ldr	(8) Ed	(4) Univ	(4) Gov't	(6) Medical	(9) Misc	(52) Total
	16	8	2	3	6	8	43
Military installations	154	22	8	18	25	33	260
	7	3	1	1	2	2	16
High schools	39	24	1	5	12	6	87
	9	6	3	2	..	3	23
Colleges	47	10	17	6	..	11	91
	10	3	..	1	1	2	17
Schools of nursing	49	4	..	2	3	2	60
Schools of	3	1	..	..	..	..	4
Occupational therapy	8	1	..	..	..	..	9
Schools of	3	..	..	1	..	..	4
Physical therapy	9	..	..	1	..	..	10
	5	..	..	..	..	..	5
Schools of dietetics	11	..	..	..	..	..	11
	8	1	..	1	2	2	14
Hospitals	53	2	..	3	5	2	65
	17	6	2	2	3	3	33
Radio/TV	88	22	4	13	14	25	166
	16	5	1	3	3	5	33
Newspaper offices	113	21	3	11	8	34	190
	9	1	..	1	1	2	14
Organization offices	71	7	..	1	2	3	84

TABLE D.--Conventions

Arrangements	(18) Civ Ldr	(7) Ind	(6) Univ	(5) Gov't	(6) Medical	(8) Misc	(50) Total
	15	5	2	3	2	5	32
Display of materials	57	15	14	12	3	8	109
	6	2	1	1	1	..	11
Helped man display	17	5	1	2	2	..	27
	14	6	5	2	3	7	37
Military at meetings	63	25	19	13	7	27	154
Military at	11	4	2	2	6	4	29
social functions	68	23	11	8	20	32	162
	6	4	2	2	6	4	29
Info in progress	29	8	5	..	5	22	69
Attended as representa-	11	4	1	2	2	..	20
tive of DACOWITS	52	26	2	4	2	..	86

TABLE E.--Miscellaneous

Activity	(21) Civ Ldr	(7) Ed	(6) Univ	(5) Gov't	(5) Medical	(9) Misc	(54) Total
Hostess at social function for military & civilian	15 100	6 24	4 12	4 11	5 26	2 11	36 184
Mil. women your guest at social function	17 125	7 24	4 23	4 10	5 26	5 24	42 234
Hostess at dinner for mil. & civilians	9 33	2 5	1 5	1 2	3 11	3 21	19 77
Mil. women your guests at dinner, civilians present	7 27	7 24	2 10	1 4	3 24	3 17	23 106
Mil. women your guests theatre, opera, etc.	7 25	3 6	.. ..	.. ..	1 7	.. ..	11 38
Mil. women your guests at org. meetings	10 84	6 33	2 7	3 12	3 8	2 9	26 153
You guest at lunch or dinner as rep. of DACOWITS	14 90	6 23	1 2	4 18	4 26	8 30	37 189
Proclamation by Governor of special day/week	9 21	1 3	.. ..	2 2	1 2	1 10	14 38
Mil. women in parade at your suggestion	13 33	3 5	.. ..	2 4	1 1	2 6	21 49
You in reviewing stand at parade	12 39	6 9	1 10	2 5	2 5	3 7	26 75
Store window display	11 40	3 7	.. ..	2 3	1 1	3 10	20 61
Fashion show of women's uniforms	7 12	.. ..	.. ..	.. ..	3 4	1 2	11 18
Talked with military officials on problems of servicewomen	15 55	4 15	3 12	3 14	2 27	7 25	34 188

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Although the questionnaire results and subgroupings were not of sufficient quantity to permit definitive interpretation, they can be studied for trends. For the purpose of this summary, any communication method used by at least one-fourth of the respondents, and for an average of at least five times, will be considered significant.

The category with the largest number of significant results was A.1.--Talks by member on subject of women in the services. The audiences falling in the significant category are: women's civic groups; radio; colleges; high schools; professional groups; and men's civic groups. This would add strength to the idea that most of the members choose to speak about women in the services as the method of fulfilling their interpretative function. This was the only method in which men's civic groups were significant.

A.2.--Talks by servicewomen, arranged by member. The only significant finding here was for college groups. Although well over a quarter of the members reported using this method for women's civic groups and for television, they did not use it frequently enough to be significant. The finding for college groups fits in with the cooperation between members and women officers on recruiting duty.

A.3.--Talks by members and servicewomen on same program. No significant findings.

A.4.--Talks by member on other subject, mention of DACOWITS. This was highly significant for women's civic groups, the highest

of any method reported. It was also significant for professional groups.

A.5.--DACOWITS films showed. No significant findings.

Articles (Section B) did not find as much favor with members as did speeches. The only ones that were significant were: (1) general articles about women in the services, in daily papers; (2) articles about member and DACOWITS, in daily papers; and (3) articles about other subjects which mentioned member's DACOWITS membership, in daily papers. All the significant responses were in daily papers. It should be remembered, however, that frequency of use and effect do not necessarily have a correlation. A full-page spread with pictures in one Sunday paper may be more effective than articles in a dozen daily papers, but this questionnaire had no way of comparing effectiveness.

There were a number of significant visits made by members as representatives of DACOWITS (Section C). These were to military installations, newspaper offices, organization offices, radio and television stations, high schools, and hospitals. Over half of the members visited newspaper offices and radio and television stations. It appears that they used personal visits to obtain cooperation from the mass media, as recommended in most public relations texts.

The only significant answer on the use of conventions (Section D) is arranging to have military at social functions. However, as discussed in chapter IV, this answer is accepted

with caution, as it appeared that members interpreted the term convention broadly.

Under miscellaneous activities (Section E) are found five significant ones: military women guests of member at organization meetings; military women guest of member at social functions; member attending lunch or dinner as representative of DACOWITS; member hostess for social function attended by military and civilian persons; and member talked with military officials on problems of servicewomen. These findings are in line with the recognized need to have the public actually meet women in the services.

The significant results in this tabulation of frequency of communications methods correlated closely with the methods members felt were most effective for them. No conclusions will be drawn from this, however, as it could be either that they were used most frequently because they were most effective, or they were most effective because they were used most frequently.

TABLE II.B.--Feedback

Type	(14) Civ Ldr	(7) Ed	(4) Univ	(4) Gov't	(6) Medical	(5) Misc	(40) Total
Request for program,	11	6	..	3	4	5	29
from someone who saw one	62	15	..	15	10	11	113
Req for program from	8	5	..	3	1	4	21
one who heard about one you presented	48	7	..	7	3	6	71
Letters as result of	6	5	1	..	2	2	16
program	63	32	3	..	7	13	118
Letters result of	5	4	2	..	..	2	13
radio/TV appearance	33	19	15	..	..	17	84
Letters result of	4	4	..	1	3	..	12
printed material	72	14	..	1	35	..	122
Calls, from programs	11	4	..	2	3	2	22
presented	107	50	..	13	17	13	200
Calls, from radio/TV	8	5	..	2	3	2	20
appearances	85	41	..	7	8	19	160
Calls, from printed	4	3	..	1	2	..	10
material	36	20	..	1	13	..	70
Face-to-face comments,	10	5	2	2	5	4	28
result of program	391	41	14	6	48	83	583
Comments, from radio/	8	5	2	2	2	2	21
TV programs	324	41	12	24	8	17	426
Comments, from printed	3	4	2	2	1	1	13
material	50	22	18	12	2	10	124

Summary: the highest percentage of feedback was in the form of face-to-face comments. Next comes telephone calls, with letters last. This is normal; it descends in frequency as it increases in the amount of effort required. About the only notable thing is that there were sufficient letters to be significant.

TABLE [illegible].—[illegible]

Type	(1) Air [illegible]	(2) [illegible]	(3) [illegible]	(4) [illegible]	(5) [illegible]	(6) [illegible]	(7) [illegible]
Aircraft, [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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